NEWSPAPER MAKE-UP AND HEADLINES

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NEWSPAPER MAKE-UP AND HEADLINES

BY

NORMAN J. RADDER

Associate Professor of Journalism, Indiana University;
Formerly a Copyreader on the New York Times

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PREFACE

This book is offered both as a text for journalism courses in colleges and universities and as a book of reference and guidance for the newspaper man. It is based upon the writer's own work as a copyreader supplemented by six years of experience as a teacher of journalism.

While the book is a comprehensive treatment of the entire subject of copyreading and make-up, the author has endeavored to keep in mind especially the needs of papers in cities under 100,000. Hence most of the illustrations are of seven- and six-column papers. For the same reason considerable emphasis has been placed on the problem of selecting body and headline type, on the various styles of front page make-up, on advertising display, on the typography of the editorial page, and on make-up by the dummy system.

The improvement in the typography of smaller papers in the last five years is abundant evidence of the fact that the publishers of these papers realize that readers as well as advertisers prefer the paper that takes pride in its appearance. At the recent convention of the Associated Advertising Clubs of the World, the fact was pointed out that not circulation alone but character as indicated by typography determines the amount of advertising a paper can obtain.

Certain men have given very definite help in the preparation of the book. The author wishes to take this opportunity to acknowledge his indebtedness to Waldo Arnold, News Editor of *The Milwaukee Journal*, who read the chapters on copyreading, headlines, and make-up; to E. G. Myers, Technical Counsel for the Trade Press Publishing Company, Milwaukee, Wis., who supplied many valuable suggestions on headline and body type and on make-up; to Arthur Stoiber and his associates in the Department of Education of the Mergenthaler Linotype Company, who read the chapters on

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NORMAN J. RADDER.

BLOOMINGTON, INDIANA
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INTRODUCTION

If a newspaper may be likened to a wheel whose tire is the broad horizon of events and whose spokes are the wires over which the news of the day is drawn from all directions, then the copy desk may be regarded as the hub. For it is the center about which all activities of newspaper creation turn and upon which they ultimately concentrate. The gathering of news is a peculiar industry. It employs a vast army of men whose soldiers are at work in every quarter of the world and whose labors are applied to the production of an ephemeral commodity, one whose birth and death are ever accomplished in a single day. Yet it is a commodity that is essential to civilization, that has a value far beyond its intrinsic worth. And in the making of that commodity they who sit at the center and mould it into form have a task that is important and a responsibility that is great.

The newspaper collects each day the materials for a diurnal creation. But it has no control over the events from which its materials must be drawn. Great occurrences make great demands. Minor happenings are more numerous and require more discrimination in their use. Today may be replete with urgent events, or one event may fill the whole horizon. Tomorrow may be crowded with relatively small news. But whatever the events of the day they are the materials from which the newspaper of that day must be constructed. This is another peculiarity of journalism. It cannot control either the character or the supply of its material. Whatever the day brings forth, good or bad, large or small, must be utilized to the extent of its needs in the building of that which is offered for sale in the market.

It cannot govern the quantity, the nature or the quality of the material the day presents, but it can in some degree control the use of the material. Whatever its character it must take enough for the construction, but with that limitation it

can pick and choose, it can accept or regret. And whatever it takes it not only can but must shape and adjust to the requirements of the building. That, indeed, is the process of newspaper making. From the material the day offers it collects, selects, and moulds to its needs and tastes, and the resulting product is visible evidence of the wisdom, the judgment, the skill and the character of the agencies of creation, or of the lack of these qualities.

The powers which direct the collection of news, the news gatherers of whatever description, exercise an initial discrimination in the selection of news and in the adjustment of reports to relative merits and to the requirements of space. But it is at the copy desk that the larger and final shaping of the materials is accomplished. It is here that the newspaper is given form. It is here that the chaff is separated from the wheat. It is here that the news is polished and dressed for its public appearance. It is here that errors inevitable in the hasty collection are corrected.

The responsibilities that rest upon the copy desk are therefore heavy and constant. Its proper conduct calls for unceasing vigilance directed by knowledge, judgment and experience. Whether there is one copy reader or a dozen the responsibilities and the requirements are the same. The single copy reader on a small paper, that is to say, bears the same relation to the product, and exercises the same influence in shaping its creation, as the organized copy force of the great metropolitan paper. It is just as necessary for him to be competent, alert, and of ready and sound judgment, as it is for the copy staff to be so. Competent copy handling is essential to every newspaper, whatever its size. None can afford the handicap of incompetent service in this department. It can easily depreciate the value of the finest news gathering corps and nullify the best efforts of executive direction in other quarters. On the other hand skilled and intelligent work at the copy desk can correct many of the faults of a weak reportorial staff, make good work of the bad, and often make better the good. It has the last word to say in newspaper creation, and this being so its own errors, its

own inefficiency when it is inefficient, its own failures when it does fail, show in the finished product, irremediable except as faults are discovered in the proofs, or are detected and corrected in the later editions, when the paper issues two or more editions. If only one edition is issued bad work at the copy desk that escapes the eyes of the guardians of the proofs is irreparable.

For all of these reasons particular care, intelligence, knowledge, alertness and skill are required at the copy desk. The preparation of copy for the press, the adjustment of news to the available space, the construction of suitable heads, and the make-up, require not only the fundamental instincts of news, but a substantial foundation of education and varied information, with a special training for the task. The good copy reader may not be a good reporter, even as a good news gatherer is not necessarily a good writer, but he must have the sense of news no less keen, and a superior sense of relative values. He should be well versed in the vocabulary and structure of the English language, he should be well informed as to the contemporary affairs of the country and the world, and he should have something of that sense of balance and proportion that is essential to the artist if his work in the make-up is to give symmetry to the production.

Copy handling, indeed, is a vocation in itself, one of the utmost importance to journalism, one of dignity and distinction. And it has its peculiar attractions. The copy reader has not the thrill of action and adventure which often comes to the reporter, but there are thrills that compensate in the "breaking" of big news at his desk, and in the rush and not infrequent excitement that accompanies his part in getting the great events of the day before the public. All the occurrences of the universe pour in upon him seeking his aid for proper dissemination. Upon him rests much of the responsibility for the manner in which the news is presented and for the accuracy of the news. He is the guardian of truth at the final gateway of publication, and it is of the utmost importance that he not only discover error in that which comes to him, but that he make no error

himself. Headlines, above all, should be true, accurately indicating the matter under them, and without bias.

Obviously, then, the processes of preparation of copy and make-up require special training, and this training is as much to be desired for one who on a small paper combines this task with others in the creation of the newspaper, or one who is the sole agency in these processes, as it is for the members of the copy staff of the metropolitan journal. It is one of the encouraging signs of progress that journalism is beginning to realize that it is a high and honorable profession which demands technical preparation, that it is a science or an art that requires study of its principles and its methods. To such a preparation, such a study, and such a training in the department to which it applies, this book should be a valuable contribution.

Casper S. Yost.
Editor, St. Louis *Globe-Democrat*,
President, American Society of Newspaper Editors.

NEWSPAPER MAKE-UP AND HEADLINES

CHAPTER I

READING COPY

Some years ago a city paper with a circulation well over the 100,000 mark engaged an efficiency expert to make a survey of the business of newspaper production in its plant. The report made by the expert covered all departments of newspaper making. Many of the recommendations subsequently were tried. Some resulted in considerable lowering of costs and economy of space. The recommendation regarding the copydesk, however, was not carried out. The paper had the two-desk system with four copyreaders on the city desk and six on the telegraph desk. The efficiency expert recommended that the copydesk be abolished! His contention was that the copyreader was an unnecessary cog in the machine. Why should it be necessary for a newspaper to pay a reporter who spent hours writing a story and then pay a copyreader who chopped it to pieces? he asked. Hire reporters who could do it right in the first place, he recommended.

The expert was right theoretically. He was an industrial engineer and in his experience in manufacturing plants he had found that two men were not paid for the same job. His theory might apply to a newspaper plant if all reporters could be trained to be star men, if they could be told beforehand exactly how many words to write, and if they could write their own headlines. But all reporters cannot be developed into stars; the city editor cannot tell definitely when he gives an assignment how long the story will be since he does not

know how much total space will be available; and the writing of headlines is an art which has nothing in common with the technique of reporting. Even if a newspaper could boast of a staff of super-reporters, such as that proposed by the efficiency expert, it probably would be found advisable to have copy-readers as intermediaries between the reporters and the readers. Few men write so well that their work cannot be improved by a critical revision.

In fact, no newspaper is so small that it can afford to dispense with the function of copyreading. Even if it is a one-man paper and if upon that one man falls all the work of circulation, advertising, job soliciting, and news-gathering and writing, he will get out a more readable and accurate paper if he takes time to read his own copy in a critical and impersonal manner. It is this neglect of copyreading on smaller papers that gives the column editors their opportunity to clip humorous items from the country press. Charles A. Dana, under whose editorship the New York *Sun* became the brightest and most interesting paper in the history of American journalism, thought it necessary to read copy on his own material. In describing the routine of the *Sun* office, Chester S. Lord, former managing editor, says: "Dana revised his own articles with great care. His practice was to dictate to his stenographer and make the first changes in the original manuscript. Then came the proofsheet revision, which usually was very severe, and after that revision of the revised sheets, sometimes for days in succession."

On papers with a circulation of 20,000 or less the city editor usually assumes the function of copyreader and edits both the local and the telegraph copy. In some offices it has been found advisable to delegate the function of copyreading and of proofreading to some other member of the staff and to make that person entirely responsible for the editing and make-up of the paper. There are certain advantages in this plan; the chief advantage is that it relieves the city editor of a tremendous amount of detail work and leaves him free to put more original thought into the intensive covering of the local field.

On papers with more than 20,000 circulation, it becomes imperative for the city editor to have some assistance in reading copy. When a paper is large enough to take a full press report, a separate desk, called the Telegraph Desk is added which has its own copyreaders in charge of the Telegraph Editor. When a paper has two desks, a City and a Telegraph Desk, it is said to have the Double Desk system. *The New York Times*, which probably handles a larger volume of news than any other newspaper, has eight men reading telegraph and cable copy and six men reading city copy. Each man on the Telegraph Desk has specialized in some branch of news; it may be state, labor, Far Eastern, British, German, Russian news, or news concerning national politics, and each man reads copy only on the news in his particular field. The *Chicago Tribune* has three desks, City, Telegraph, and Cable.[1] Many large papers, among them the Philadelphia *Public Ledger*, New York *World*, and *The Minneapolis Journal*, handle all copy on one desk.[2] This is called the Universal Desk system.

Probably the best copyreader that journalism has seen was S. M. ("Boss") Clarke who was night city editor of the New York *Sun* for 31 years. Clarke never thought well of himself as a reporter, and often said that in that capacity he was a failure. As a judge of news values, or news presentation, or as a giver of the fine literary touch which lent to the *Sun's* news articles that indescribable tone not found in other papers, Clarke stood almost alone.

Edward M. O'Brien in his "Story of the *Sun*" describes Clarke and his methods as follows:

> The city editor of the New York newspaper sows seeds; the night city editor reseeds barren spots, waters wilting items, and cuts and bags the harvest. The city editor sends men out all day for news; the night city editor judges what they bring in, and decides what

[1] For a complete account of the course of a story through the editorial and mechanical departments of the *Chicago Tribune* see the book, "W. G. N." published by the *Tribune*.

[2] That is, all except sports, financial, society, and Sunday which are generally handled by their own departments.

space it shall have. In the handling of a big story, on which five to fifteen reporters may be engaged, the night city editor has to put together as many different writings in such a way that the reader may go smoothly from beginning to end. Chance may decree that the poorest writer has brought in the biggest news, and the man on the desk must supply quality as well as judgment.

At such work Clarke was a master. It has been said of him that by the eliding strokes of his pencil and the insertion of perhaps a single word he could change the commonplace to literature. No reporter ever worked on the *Sun* but wished at one time or another to thank Clarke for saving him from himself. Clarke had the faculty of seeing instantly the opportunity for improvement that the reporter might have seen an hour or a day later.

The copyreader's position carries with it great responsibilities. He can ruin a good story; he can redeem a poor story; he can save the reporter from errors of commission or omission in the matter of his story or in the manner of its writing. It is the duty of the copyreader, if he believes that a better story can be written with the same facts as a basis, to suggest to the city editor or the news editor, that the story be rewritten by the reporter, by another reporter, or by the copyreader himself.

It is the business of the copyreader to take a story as it comes from the reporter and put it through a refining process. The copyreader's work is critical rather than creative. It is creative only to the extent that he finds it his duty to change the wording of a story to clear away obscurity or redeem it from dullness by the insertion of vivid, active verbs and the elimination of hackneyed expressions.

The copyreader must make the story correct in form and in fact. With this object in view he is on the lookout for:

1. Errors of fact.
2. Libelous statements.
3. Errors of typographical style.
4. Mistakes in news values.
5. Errors of grammar, punctuation, spelling, complicated sentences, and hackneyed expressions.

Errors of Fact.—Nine-tenths of all the trouble in a newspaper office is caused by inaccurate statements made by reporters and overlooked by copyreaders. A copyreader must be above all things an expert. He should do a tremendously wider range of reading than a reporter. He should know at a glance whether the given street number is likely to be correct, if the given thoroughfares really do intersect, whether this or that technical term used by the reporter is correct, and if the Boer War really started in 1898 or 1899. He must be all things to all reporters.

Col. John W. Forney, founder of the Philadelphia *Press*, said:

> No man is competent to edit newspaper manuscript or reprint unless he has been an extensive and analytical reader. He should, moreover, have a quick and keen perception, as well as a retentive memory of notorious facts, of celebrated names and important places and dates. If he is in doubt he should never fail to consult reliable encyclopedias, technical books, pamphlets and like granaries of information and knowledge.

Every person who aspires to be a copyreader should train himself rigorously to see mistakes in (1) names of individuals, clubs, streets, cities, states, countries; (2) addresses; (3) dates; (4) figures; and (5) inconsistencies in a story.

The copyreader should challenge every word and every statement in every story he reads. Under no circumstances should he take anything for granted. He should never let a doubtful statement go expecting to get it on proof. Such changes are expensive in both time and money. Editing copy on proof makes enemies in the composing room and does not show the right spirit of cooperation. Sometimes the insertion of a comma in the proof will make it necessary for the printer to reset several lines.

Libelous Statements.—Every copyreader should have a working knowledge of the law of libel. How far a newspaper can go in printing the news is discussed in detail in the next chapter.

Errors of Typographical Style.—Nearly all larger papers in the West and Middle West have a style sheet or style book in which the rules of the paper regarding capitalization, use of figures, punctuation, quotation marks, and addresses and titles are clearly set forth. Most Eastern papers do not have style books for the guidance of reporters and copyreaders. In the East it is generally assumed that compositors and proofreaders know the style and will follow it. Consequently it is not necessary for copyreaders to mark style corrections. Generally speaking, the tendency on Eastern and Southern papers is to capitalize while in the West, "when in doubt, use lower case."

Many style sheets include a list of words banned by the newspaper and a list of word preferences. This is always the most difficult thing for the new copyreader to learn because in many cases the usage prescribed is based merely on the personal preference of the editor. For instance, "the Governor" in the *Argus* becomes "Gov. Smith" in the *News* and "Negro" in one paper must be written "colored" in another.

A concise style sheet based on general practice in the Middle West will be found in the Appendix.

Mistakes in News Values.—The copyreader should be familiar with all the news developments in the news stories of current interest. Whether he should read other papers besides his own is a mooted point in newspaper circles. Some managing editors insist that editors, copyreaders, and reporters read no papers except their own in order that their judgment may not be influenced by the way other papers handle a story. The late William R. Nelson, editor of *The Kansas City Star*, said that too many newspapers are being edited for other newspaper men instead of for the readers. Most managing editors, however, instruct their staff to read rival papers with great care. At any rate, the copyreader should know what is happening so well that he can see if the reporter has given the proper emphasis in the lead to the most recent turn in the case or if he has featured matter that already has been printed. The copyreader must always remember that the story he is handling is new to the reader—that although he, the copyreader, may be familiar with the facts as brought out in the

morning paper, the information is fresh for the reader of the evening paper. Every story should be edited with this fact in mind. Furthermore the copyreader should keep in mind that his story is to be dependent on nothing—that it should stand by itself, be intelligible, complete, and interesting.

The copyreader should be able to transform an uninteresting, poorly constructed lead into an attractive, adequate summary of the story. He must detect the reporter's failure to follow-up the main feature and must take out expressions of opinion by the reporter.

In some newspaper offices copyreaders are required to edit stories so that they may be cut down in the make-up, that is, if the make-up man finds that a certain story is too long to fit the space he has open, he is privileged to throw away one or more of the final paragraphs. In other offices make-up men are not allowed to do this, or they may do it only under the direction of the News Editor. It is assumed that the copyreader has so edited his story that there are no superfluous paragraphs and hence nothing can be eliminated without injury to the article. In the old *Philadelphia Press* office the rule was that only the man who read copy on a story could cut it in the make-up.

As a general rule the copyreader will shorten the story, but he should remember that his job is to prepare the story for the reader. Sometimes this may mean inserting explanatory material if the reporter has omitted it. There are some papers that never mention a member of the state legislature or of congress without giving his initials, political affiliation, and the district or state he represents. Similarly if a name comes up in connection with a news story, the copyreader may ask the "morgue" to supply a paragraph or two regarding the man's career. The object is to make every news story, if possible, show some continuity with previous events. For instance, if a press association sends a story about what Major General George W. Goethals is now doing in New York City, the morgue would supply a paragraph about the achievements of the man and this would be run as a paragraph indented one em or separated from the rest of the story by a three-em dash.

Errors in Style and Expression.—Under this heading are included wordiness, involved and complicated sentences, excessive use of adjectives, unemphatic sentence beginnings, general instead of concrete, definite words, and lack of dignity of expression.[1] When the reporter calls it a "devastating conflagration" the copyreader will substitute "a fire," and when the reporter says "the assemblage quieted as the gavel fell with a resounding whack on the marble slab atop the table," the copyreader will make it read "the meeting was called to order."

The art of news condensation was perfectly developed for the first time in American journalism when the New York *Sun* attempted to give the news of the world in four pages. Dr. John B. Wood was the night editor then and his genius for terseness of expression won him the title of "The Great American Condensor." In describing the old *Sun* days, Chester S. Lord says of Wood:

> He had a wonderful knack for condensation, and he prided himself on his grammar and on his knowledge of the use of words. He swore by all that was said in Richard Grant White's work on "Words and Their Uses," and in Gould's "Good English," and there was with him no appeal from their decision. . . . Wood became partly blind latterly and he used to correct manuscript by having it read to him by the writer or by an attendant reader. This process was of great usefulness to the reporter. The reporter might write, for instance:
>
> "The senator's next move was to make a journey to Washington for the purpose of having an interview with the President."
>
> "Make it read," said Wood, "The senator then went to Washington to see the President."
>
> Or the reader might say: "The man replied in a weak, stammering way."
>
> "Make it 'the man faltered,'" said Wood.

[1] The author makes no pretense of discussing fully all possible errors of style and diction that may be found in copy. As reference works on this question, the copyreader is advised to consult: "Handbook for Newspaper Workers," by Grant M. Hyde; "Text, Type and Style," by George B. Ives; and "Handbook of Composition," by Edwin C. Woolley.

Wood's marvels of condensation attracted much attention in the newspaper world forty years ago. He was the pioneer in the attempt to reduce the flabby productions of raw reporters to concise, vivid facts.

The beginner in copyreading who is striving to develop his ability to condense will find it worth while to study carefully the following expressions.[1] Some of them are found in every piece of news copy. These phrases mean just as much and have more force when the words in parentheses are dropped:

all the (different)
a(n actual) fact
another (one)
appear (to be)
appreciate, or depreciate (in value)
both (of them)
by (means of)
cannot be (possible)
cost (the sum of)
during, or in (the course of)
first (of all)
for (a period of)
for (the month of)
for (the purpose of)
from that time (on)
intents (and purposes)
in (the city of) Chicago
in (the year) 1918
last (of all)
made (out) of
may (perhaps)
meeting (held) in
men (who are) employed
nobody (else) but
not (at all)
reason is (because)
red (colored)
report (to the effect) that
seem (to be)
short (space of) time
since this is so (therefore)
somebody (or other)
(future) prospects
(general) rule
(hour of) noon
(in order) to
(still) continue
(there are) many (who)
(to) where
(together) with
(past) history or experience
(perhaps) it may
(at) about
(at the time) when
(board of) directors
(certain) person
(close) proximity
(engaged in) building
(entire) monopoly
(every) now and then
(first) began
(finally) settled
(final) completion
(from) hence, thence, whence
(full) complement
some time (to come)
small (sized)
subject (matter)
throughout (the whole)
uniform (and invariable)
when (first)
(in the) meantime
(most) perfect
(of a) triangular (shape)

[1] Style Sheet, Department of Journalism, University of Minnesota.

One of the greatest foes of conciseness is the roundabout expression—the use of a noun to express action when the verb does it more briefly and forcefully:

after the sale of—after selling
by the operation of—by operating
for the purpose of buying—to buy
for the reorganization of—to reorganize
in the purchase of—in purchasing
to the production of—to produce

As a rule, words of Anglo-Saxon origin are shorter than their equivalents of Latin or Greek derivation. The Anglo-Saxon word, moreover, is usually the word of common speech, and for that reason has greater force. In the King James' Bible—admittedly a masterpiece of effective English—97 per cent of the words are Anglo-Saxon. The Anglo-Saxon word is not preferred simply because it is Anglo-Saxon; there is nothing sacred about it for that reason; it is preferred because it usually is shorter and more forceful. For instance:

abundance—plenty
accustomed—usual
acquire—gain
advantageous—helpful
allow—let
alteration—change
antagonize—oppose
apparent—clear
1ppropriate—fit
approximately—about
ascertain—find out
assist—help
assistance—aid
certain—sure
commence—begin
compel—force
conclusion—end
confidence—trust
construct—build
contain—hold
contribute—give
correspond—agree
customary—usual
demonstrate—show
description—kind
difficult—hard
employ—use
endeavor—try
entire—whole
exceedingly—very
exhibit—show
expedite—hasten
expenditure—outlay
expensive—costly
experiment—trial
explicit—plain
frequently—often
immediately—at once
increase—grow
initial—first
initiate—begin
inquire—ask

institute—begin
magnitude—size
majority—most
manifest—show
merchandise—goods
necessitate—force
obtain—get
occasion—cause
operate—work
participate—share
permanent—lasting
permit—let
plentiful—ample
possess—have
prescribe—order
present—give
preserve—keep
proceed—go
procure—get
provided—if
purchase—buy
remunerate—pay
render—give
sufficient—enough
terminate—end
unnecessary—needless
unsuitable—unfit

In the course of a series of articles in the *Saturday Evening Post*[1] on the "The Young Man in Journalism," Chester S. Lord, former managing editor of the New York *Sun*, said of the copyreader's job:

How does the copyreader exercise his ability? All news copy goes to the readers, the telegraph to the telegraph desk, the city copy to the city desk, and so on. The head reader glances at each article long enough to absorb a notion of its nature and make a memorandum of its length, and then passes it on to one of the readers. This man edits it into the form in which it is to appear in the newspaper. If it is too long he reduces it by stripping it of its verbiage and unimportant facts, cutting out entire sentences and even paragraphs. Unconsciously he questions every statement made by the writer, so keen becomes his search for errors. If the article is unimportant he kills it. Always he has in mind that the sheet is crowded, that there isn't room for half of what is offered. He acquires the knack of condensation, of making one word express the meaning of half a sentence, of connecting the vital words of three long sentences into one short sentence. He eliminates superfluous statements and obvious explanations and dull conclusions. If he be wise he rereads the article to confirm his own work. Always he seeks to improve it, to insert a snappy word, to give it life, to smooth the diction or make it more rugged, as befits the subject.

When reading news the copyreader must be alert for clews to additional information, for side issues to be added. "The assassin

[1] Dec. 31, 1921, p. 26.

has lived in Canal Street, New York," said one of the Milwaukee dispatches[1]—and instantly the copyreader informed the city editor and a reporter was soon on his way to Canal Street to learn of the crazy man's record there. "Mrs. Roosevelt is at the Manhattan Hotel," said another message. A reporter was sent to her.

The copyreader must steel himself against the reporter who tries to be funny and isn't, against those persons so well known in every newspaper office who seek notoriety by getting their names in print, against the social climbers, against the men who want puffs and free advertising, against the wiles of the press agent and the preposterous stories about people he is exalting, against the schemers whose success depends on newspaper publicity, the fake charity organizations, the spurious reformer agitations, the organizations started merely to give salaries to the people who run them, the multitude of movements created to give someone notoriety, the constant attempts to fool the public—the list is endless.

The copyreader must be familiar with the big events attracting public attention, for he may be called to revise the next chapter. Many big cases drag on for months. Above all he should take sympathetic interest in every article he revises and in its writer. His every effort should be to improve the story.

Following are the signs used by the copyreader in correcting manuscript:

[1] In the story about the shooting of Theodore Roosevelt in Milwaukee.

Smith — Three lines under a word or letter indicate that it is to be set in caps.

Chapter — A line drawn through a letter from right to left means set it in lower case.

sine qua non — One line under a word calls for italics.

¶ ¶ — Signs for a paragraph.

⊙ × — A period should be circled or a cross substituted.

(16) — Circles around figures or abbreviations indicate that they are to be spelled out. Similarly circles around words or numbers spelled out indicate that they are to be abbreviated or set in figures.

to day — Letters are brought together by a half circle.

June 25/1922 — Letters are separated by oblique lines.

"Tom" — Enclose quotation marks in half circles.

versa vice — Use this sign for words or letters to be transposed.

^ — Use a caret to indicate the place where material is to be inserted.

30 — Use end mark to indicate end of story. The sign "30" generally is used to show the end of a day's work in press services.

The ~~very~~ best — A bridge line is used to connect two consecutive words separated by material that has been crossed out. Similarly a line is run from one word to the next if the words are separated by an unusual amount of white space.

stet — Means let stand the matter crossed out.

' — Sign for an apostrophe.

Elisabeth — A square around a word means that it is to be spelled as written. This is used when the odd spelling of a name or word would otherwise cause the proofreader to query the desk. In some offices the words "Follow Copy" are used instead of the sign.

] [— Marks used to indicate indented matter.

How the copyreader prepares a story for the printer can be shown best by following the course of a piece of copy through his hands. Here is a local city council story with the slug and headline indicated by the news editor:

Gas-C

That the lighting and fuel gas in the City mains of Bloomington is so week and of such exceptionally poor quality and quantity that it can be used for cooking purposes only a small part of the total time is the condition now existing in Bloomington it was desclosed at a meeting of the City Council in the Council room of the City Hall last evening. The council has ordered ann immediate investigation to be made into the evils alleged, and Rolla Morgan city attorney for Bloomington was instructed by the city fathers to communicate with the Indiana State public service and Gas Commission at Indianapolis requesting that an inspector be sent to this town immediately to investigate the service rendered by the Southern Indiana Light and Heat Co. This action was taken after City Attorney Morgan explained that the matter did not lie under the jurisdiction of the City of Bloomington not of the commissioners of Monroe county and that an appeal must be made to the legally constituted body, i. e., the service Commission.

James Myers 221 S. Walnut St., entered a complaint that he was unable to use the city gases for cooking purposes. A poll of sentiment in the council showed that this bad condition prevailed throughout the city.

Echoes of last weeks storm were heard in the city council chamber when the room filled with citi zens from all sections of the city who kicket about street wash-outs flooded basements and unsanitary conditions due to improper drainage. The matter was referred to the street commissioners and the city engineers.

A reading of this story shows that there is plenty of work for the copyreader in it. It is verbose; it contains many unnecessary details; it is poorly organized; and contains one name that is incorrectly stated. Yet it is not so poor that it would have to be rewritten. Here is the story as it would appear after it was handled by an experienced copyreader:

Gas-C

That the ~~lighting and fuel~~ gas in the ~~city~~ mains of Bloomington is ~~so much~~ of such ~~exceptionally~~ poor quality ~~and quantity~~ that it can be used for cooking purposes only a ~~small~~ part of the ~~total~~ time, was charged by James Myers, 221 South Walnut street, ~~it was disclosed at a meeting of~~ the City Council ~~in the council room of the city hall~~ last ~~evening~~ night. The council ~~has~~ ordered an immediate investigation into the local gas situation ~~to be made into the evils alleged~~. Rolla Morgan, city attorney, ~~for Bloomington~~ was instructed ~~by the city fathers~~ to file a request with the Indiana ~~Public Service~~ Public Service Commission ~~at Indianapolis to~~ asking that an inspector be sent to ~~this town immediately to~~ investigate the service given by the Southern Indiana Light and Heat Co. This action was taken after ~~City~~ Attorney Morgan explained that the matter is not under the jurisdiction of the City ~~of Bloomington not of the commissioners of Monroe County~~ and that an appeal must be made to the ~~locally constituted body, i. e., the service~~ Commission.

~~James Myers 221 S. Walnut St., entered a complaint that he was unable to use the city gases for cooking purposes. A poll of sentiment in the council showed that this bad condition prevailed throughout the city.~~

Echoes of last week's storm were heard in the meeting ~~in the city council chamber~~ when ~~the room filled with~~ citizens from all sections of the city complained of ~~the flooded~~ street washouts, flooded basements and unsanitary conditions caused by ~~due to~~ improper drainage. The matter was referred to the street commissioners and the city engineers.

#

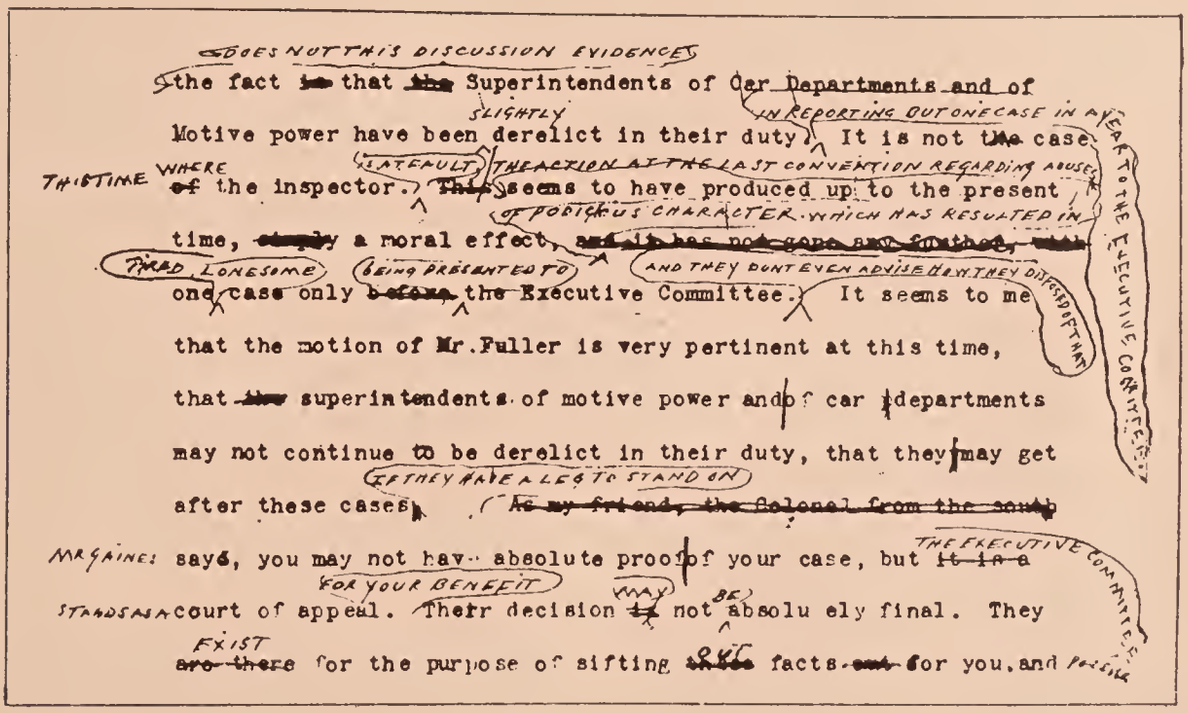
The copyreader began by reading the story in order to get the general sense. No corrections were made in the first reading. Then he reread it making the necessary corrections. After he had corrected all the errors he read the story for the third time in order to be sure that it was coherent.

The copyreader took out unnecessary words in the first three lines. In the fourth line he inserted the name of James Myers in place of the indefinite statement. Thus he was able to shorten the story by taking out a paragraph later. The first paragraph in the copy was too long so he made another paragraph after the first sentence. He eliminated about a dozen words in the next sentence by expressing the same idea in condensed form. It was part of his business to know that the correct title of the commission is Indiana Public Service commission and that the word commission should not be capitalized, according to the style of his paper, and that company should be spelled out. It was not necessary to repeat Mr. Morgan's title because of the previous reference to him. Then the copyreader eliminated some more surplus words and made further style corrections. He crossed out the paragraph which had been made unnecessary by a change in the wording of the fourth line. He drew two perpendicular lines through it to guide the printer's eye to the next paragraph. He supplied the apostrophe in the word "week's" in the next paragraph and substituted "meeting" for "city council" and then drew a line from "meeting" to the word "when" in the next paragraph in order to guide the compositor through the corrections. After making other changes in this paragraph he supplied end marks for the story. Nothing of great importance was left in the last paragraph in order that it could be discarded in the make-up without damage to the story.

Three readings of every piece of copy are required to prepare it for the printer. At first the copyreader just glances through the story in order to get the general meaning. He makes no corrections at this reading. At the second reading he examines every word critically and makes whatever corrections are necessary. Office practice may or may not demand that stories be pasted into long strips so that they can be conveniently

divided into "takes" in the composing room. The main points of the story usually so impress the copyreader that it is not necessary to read the story a third time in order to write a headline. The third or final reading is for the purpose of checking up on the corrections that have been made. The copyreader then examines both headline and story.

When it is necessary to transpose a paragraph or a long phrase the copyreader should use scissors and paste. If he attempts to show the transposition in some other manner, confusion as to the meaning intended is sure to result. This is shown by the following story which is an excellent illustration of how not to read copy. No printer could possibly understand the corrections made in this story:



One story alone, of course, cannot give a comprehensive idea of all the duties of the copyreader. The copyreader should contribute definite improvements to each story he handles. He should not be a butcher of copy who recklessly slashes through paragraphs merely because he has been told by the head of the desk to "cut the story in half." He should know how to save space by taking out words and phrases here and there rather than entire paragraphs. Similarly the man who thinks that copyreading consists simply of marking paragraphs, making style corrections, and changing "claim" to

"assert" or "secure" to "obtain" has an entirely inadequate conception of the function of a copyreader. Too many men on copydesks today are of the "paragraph marking" variety. They seem to think all they have to do is to see that the story they are reading conforms to the typographical style of the paper and that it has no misspelled words. Their finishing touches are the paragraph marks to show the news editor that they have "edited" the story. They seem to make no effort to improve the articles that pass through their hands.

Every story that goes to the printers has a name, a catch-line, also called guide-line or slug. The city editor or the news editor usually writes the guide-line on the upper left hand corner of the story before he gives it to the copyreader. The first of the two foregoing stories, for instance, would be slugged "Gas" or "City Council." The word "Gas" together with the designation of the headline constitutes the slug for the story. Similarly another story might be slugged "Fire." Should another fire occur, the best practice would be not to slug it "Fire No. 2," but to give it another name. To call it "Fire No. 2" might result in confusion. It is always advisable to choose a guide-line that will not offend anyone if it should accidentally appear in the paper. Every newspaper office has its classic story of an awkward guide-line that slipped into print much to the discomfiture of the guilty copyreader, make-up man, and proofreader.

After the copyreader has read the story he makes a record of it: Smith—Fire—200—C—10:30. This means that a reporter by the name of Smith wrote the story, that it was slugged fire, that it was about 200 words in length, that it carried a C head, and that it was sent upstairs to the composing room at 10:30. The head of the desk also makes a record of the story.

If this story had not been complete, the word "More" would have been added in place of the end mark, and "More" would have appeared as part of the record of the story.

Suppose something new on this story "breaks" after it has been set up. If the copyreader has a proof of the story, it is a simple matter to insert the new material in the proper place in the proof sheet. But if no proof has come down, the

copyreader will read the story and send it up slugged "Add Fire C." Should other additions come they would be slugged "First Add Fire," "Second Add Fire," etc.

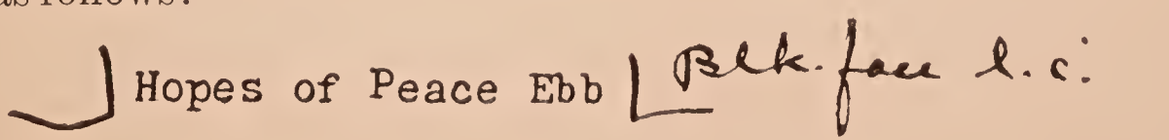
In the same way there might be a "New Lead Fire" or "First Insert Fire" or "Insert A—Fire." Here, too, it is best to have the proof at hand and to indicate the exact place for the insertions. If no proof is available at the time, the matter can be sent upstairs and when a proof comes down the copyreader will find the place for the insert and write on the proof "Turn Rule for Insert A."

An "Add" signifies an addition to the story under the same headline. A "Follow," on the other hand, follows the story but has a headline of its own. There might be "Follow Fire," "First Follow Fire," "Second Follow Fire," etc. Follow is usually written "Folo."

If the head is not sent to the composing room with the copy, the copy is marked "Head to Come," usually written "H. T. K." This is done when the copy is sent to the composing room awaiting the page layout or when it is known that important news is coming that should be embodied in the head. If this later news is put in the lead, the story may be sent up without the lead and with the explanation "Lead to Come."

Stories to be used in a particular edition are marked "Noon Edition," "Market Edition," etc. Department news is slugged "Sports," "Financial," in addition to the regular guide-line. Some newspapers use letters to indicate the various departments.

It is also the copyreader's duty to insert subheads in the story at regular intervals. The general rule is to run a subhead every 200 to 250 words. Some newspapers have a rule against using only one subhead in a story. They require two subheads or more. Office rules differ as to the designation of subheads. The copyreader may write out the subhead with the explanation "Subhead" enclosed in a circle or he may indicate it as follows:



All instructions to printers regarding the way a story is to be set should be enclosed in circles to distinguish them from the signs used in correcting copy.

From the foregoing discussion it will be seen that the requisites of good copyreading are the elimination of errors of all kinds, neatness in making corrections, swiftness in doing the work, and skillful condensing or expanding as the copy may require.

EXERCISES

The teacher who is using this volume as a text will find it necessary to supplement this chapter on copyreading with many practical exercises. It is important that the student have enough actual experience to make him familiar with the typical problems that arise in the handling of copy. He should also attain some degree of speed in editing. The teacher will be likely to get best results by having the class edit stories containing all varieties of errors and questions involving news judgment. Further practice on the college daily will then be helpful.

CHAPTER II

THE LAW OF LIBEL

Libel is one form of defamation. Defamation is a tort, *i.e.*, a wrong.[1] In defamation the right that is violated is the right to a good name.

There are two forms of defamation: Slander and libel. Slander is oral defamation. Libel is written, printed, or pictorial defamation.

For the purposes of the newspaper writer, libel may be defined as malicious defamation, either written or printed, imputing to another that which renders him liable to imprisonment, or tends to injure his reputation in the common estimation of mankind, or to hold him up as an object of hatred, scorn, ridicule, or contempt.

Slander is the first historically. Slander was first recognized in the fourteenth century when English courts held certain words defamatory. Subsequently the kings' courts declared three classes of words to be slanderous *per se* or in themselves. That is, the plaintiff would not have to show that he sustained special damage as a result of the words uttered. He merely had to prove that they were spoken of him. The following words were held slanderous *per se:*

1. Words imputing crime which carries with it the penalty of imprisonment.
2. Words imputing loathsome disease.
3. Words disparaging a man in his trade, business, or profession.

A later statute added a fourth classification: Words imputing unchastity to any woman or girl.

[1] Hence all legal reference books on torts contain a discussion of the law of libel. See Appendix D for list.

All words slanderous *per se* are actionable when written. But the law of libel is broader and more strict than that of slander. Many words which would not be slanderous are libelous. Thus one may apply to another orally words of personal vituperation and abuse that would not be punishable as slander, but which if published in a newspaper would be libelous. For instance, to say orally of a man that he is a "rogue," or "scoundrel," or "vagabond," or "blackleg," or "bastard," or "adulterer" is held not to be slander; but to publish it in a newspaper would be libelous. Similarly other words not included in the four groups above might be libelous if the plaintiff could show special damage. In the case of words libelous *per se* the court will take it for granted that the plaintiff has suffered; it is not necessary for him to show special damage.

WHAT IS LIBELOUS

a. Words Libelous Per Se

1. Words which impute an indictable offense. In the leading case of Brooker *vs.* Coffin the following was given as the test: "In case the charge, if true, will subject the party charged to an indictment for a crime involving moral turpitude, or subject him to an infamous punishment, then the words will in themselves be actionable."

Words charging a person with theft, burglary, arson, perjury, murder, attempt to murder, swindling, blackmailing or interfering with the mails, are actionable *per se*. So to charge that a franchise was obtained from certain officers by the use of boodle. Where the promulgation of certain anarchistic sentiments is made a felony, it is actionable *per se* to call a man an anarchist.

It is not actionable to accuse a man of an intent to commit a crime. The charge of a merely immoral offense which is not criminal is not actionable unless special damages result.

2. Words which impute a contagious or infectious disease. What diseases should be embraced under this rule is not certain, but it is probable that at the present day only those which

are contagious or infectious. Leprosy or venereal disease would come under this class, but consumption would not.

3. Words damaging as respects business, profession or trade. It is actionable to charge a professional man with malpractice or negligence, to accuse a lawyer of charging outrageous fees, to impute to him dishonesty in his profession, to call a physician a quack, to call a clergyman an unscrupulous liar, to charge a teacher with disgraceful conduct toward his pupils. Words are actionable *per se* which impute to an official dishonesty or corruption in his office or general misconduct therein or willful neglect of duty.

As to words which tend to injure one in his business or trade, the imputation must be such as to affect the party prejudicially in the business in which he is engaged. A false charge, therefore, that in respect to one person might be libelous, if made of another would support no action. In the one case it would be almost certainly injurious, while in the other no presumption of injury would arise. Thus if it be said of a day laborer: "He is bankrupt," the remark, so far as his business is concerned, is perfectly harmless, while if the same were printed of a merchant or of any one to whose business a good financial standing was indispensable, the natural and probable tendency would be to inflict an injury which would be serious and might be disastrous.

Any false and disparaging statement concerning one in his trade, occupation or calling is actionable in itself, and the person concerning whom such a statement is made, although unable to show that he sustained damage is, nevertheless entitled to recover. Any statement calculated to injuriously affect the credit or financial standing of a merchant or person engaged in trade is actionable, such as a charge that he is bankrupt, or has given a chattel mortgage, or has been attached, or to charge fraud or dishonesty, or to charge that he lacks business capacity. It is actionable to charge a butcher with selling diseased meat or to charge that the wares of a manufacturer are a humbug and worthless.[1]

[1] Cooley: "Law of Torts," p. 209.

A corporation may sue for defamatory statements calculated to injure its business. A charge that half the ties in the plaintiff's roadbed were rotten was held to be such a statement.

There is an important difference, however, between libel on an individual and libel on a corporation. Since a corporation has no soul it follows that a corporation has no reputation or character which may be hurt by a libel. Only pecuniary damage can be sustained by a corporation.

In the case of Heriot *vs.* Stuart (1796) the defendant said of a newspaper that it was the "lowest and most scurrilous paper," and that "its circulation was the lowest in its history." The first words applied to a man would be libelous, but not in the case of a corporation. The statement about the paper's circulation, however, was libelous since it would hurt its business. A corporation must always show that the words have caused a special pecuniary damage.

4. Words imputing unchastity to any woman or girl have been made actionable *per se* by statute.

b. Other Words Which May Be Libelous

But it is not necessary that words come under these four classes to be libelous *per se*. Any publication that tends to degrade, disgrace or injure the character of a person or bring him into contempt, hatred, or ridicule constitutes libel. Following are other classes of words which have been held libelous:

5. Words that will cause loss of respect. The case of Peck *vs.* The *Chicago Tribune* illustrates this point. An advertisement of Duffy's Pure Malt Whiskey appeared in the *Tribune* several years ago. In the advertisement was the portrait of a woman with the words "Mrs. A. Schuman" under it. Above the portrait were the words:

"Nurses and Patient Praise Duffy's."

"Mrs. A. Schuman, One of Chicago's Most Capable and Experienced Nurses, Pays an Eloquent Tribute to the Great Invigorating, Life-giving and Curative Properties of Duffy's Pure Malt Whiskey."

Below the portrait appeared the following:

"After years of constant use of your Pure Malt Whiskey, both by myself and as given to patients in my capacity as nurse, I have no hesitation in recommending it as the very best tonic and stimulant for all weak and run down conditions," etc.

This last purported to have been signed by "Mrs. A. Schuman, 1576 Mozart Street, Chicago."

It developed that the portrait printed was not that of Mrs. A. Schuman, but of another woman, Elizabeth Peck, who was not a nurse and who was a total abstainer from whiskey and all spirituous liquors. Undoubtedly the mistake was the fault of the advertiser and not of the *Tribune* yet the Supreme Court of the United States held the advertisement to be libel against Mrs. Peck although, as was pointed out, there was no general concensus that to drink whiskey is wrong, or that to be a nurse is disreputable. It was held that the advertisement would hurt the plaintiff in the opinion of an important and respectable part of the community, even though such part be not a majority, and the Supreme Court went on to say that "If the publication was libelous, the defendant took the risk."[1]

In a similar case the Evening American Publishing Company suffered a judgment for damages for a news article appearing in the *Chicago American*. By mistake it published the picture of one Rose Ball in connection with the story of the death of one Pearl M. Ball, and of suspicious circumstances attending her death, indicating that a mysterious man was with her and had been with her at a cafe, drinking, that there had been a quarrel, and the girl sent home in a cab. She was soon afterwards found dead as the result of an administration of poison, possibly a suicide. The reporter asked Pearl M. Ball's father for her picture and was referred to a photographer. By combined mistake of the photographer and the reporter, the photographer gave out a picture of Rose Ball and it was published in connection with the article.

6. Imputations upon character in allegory, innuendo, irony or ridicule may amount to a libel. The case of Jones *vs.* E.

[1] HEPBURN: "Cases on Torts," p. 594.

Hulton & Co., tried in England in 1909, illustrates the danger of innuendo. The plaintiff, Mr. Thomas Artemus Jones, a barrister practising on the North Wales Circuit, brought the action to recover damages for the publication of an alleged libel concerning him contained in an article in the Sunday *Chronicle*, a newspaper of which the defendants were the publishers. The article, which was written by the Paris correspondent of the paper, purported to describe a motor festival at Dieppe, and the parts complained of ran thus:

> Upon the terrace marches the world, attracted by the motor races—a world immensely pleased with itself, and minded to draw a wealth of inspiration—and, incidentally, of golden cocktails—from any scheme to speed the passing hour. . . . "Whist, there is Artemus Jones with a woman who is not his wife, who must be, you know—the other thing," whispers a fair neighbor of mine excitedly into her bosom friend's ear. Really, is it not surprising how certain of our fellow-countrymen behave when they come abroad? Who would suppose by his goings on that he was a churchwarden at Peckham. . . . Here, in the atmosphere of Dieppe, on the French side of the Channel, he is the life and soul of a gay little band that haunts the Casino and turns night into day, besides betraying a most unholy delight in the society of female butterflies.

The friends of Thomas Artemus Jones read the article and twitted him about it. He was not a churchwarden nor did he live in Peckham, but he brought suit and recovered almost $8,000 damages in spite of the fact that the paper printed a statement to the effect that he was not meant in the story. The judge ruled that it was not a question as to who was meant, but who was hit.[1]

[1] Hepburn: "Cases on Torts," p. 735.

Irony is also dangerous. A newspaper which called a lawyer "an honest lawyer" had to pay damages.

The New York *Sun* lost a suit brought by Professor Triggs of the University of Chicago for ridicule in an article in the *Sun* about his writings. The article was not confined to legitimate criticism of his works but brought in personalities.

7. Cases of special damage. If matter libelous *per se* is published falsely concerning a person he is presumed to have suffered loss without proving the specific amount or the manner of loss, the amount of damages being found by the jury in accordance with the circumstances of the case and the various legal rules.

If the language complained of does not come within the foregoing definitions and limitations, and is not therefore libelous *per se*, still, if untrue, it may furnish the basis for a libel suit where it has resulted in pecuniary loss or the loss of other material advantage. Thus if one say of another: "He is a rogue," the law will not imply a resulting injury; but if it be shown that in consequence of the imputation he was discharged from an employment, or was refused employment, the special injury is thus made to appear. The injury must be pecuniary in its nature, but it is immaterial whether it be great or small, except as the amount of recovery will depend upon it. The special damage must be specifically set forth by means of facts alleged.

This is a class of cases which gives the publisher least concern; for, while the utmost vigilance and care cannot prevent the publication of articles that result in special damage, the bringing of such suits upon such publication is rare because of the difficulty in proving substantial loss. It might almost be said that the recovery of any considerable verdicts in such cases is never heard of in our courts.[1]

ELEMENTS OF A PRIMA FACIE CASE IN LIBEL

1. It must not be a libel on a thing because a thing has no reputation and cannot be libeled. For instance, in the case of

[1] SACKETT, H. W.: "The Law of Libel,"

Dooling *vs.* Budget Publishing Company, the plaintiff brought suit for the following comment made in a newspaper:

> Probably never in the history of the Ancient and Honorable Artillery Company was a more unsatisfactory dinner served than that of Monday last. One would suppose, from the elaborate bill of fare, that a sumptuous dinner would be furnished by the caterer, Dooling; but instead, a wretched dinner was served, and in such a way that even hungry barbarians might justly object. The cigars were simply vile and the wines not much better.

The judge held the words not libelous *per se* and the plaintiff could show no special damage. In holding for the defendant, the judge declared that

Words relating merely to the quality of articles made, produced, furnished or sold by a person, though false and malicious, are not actionable without special damage. For example, the condemnation of books, paintings, and other works of art, music, architecture, and generally of the products of one's labor, skill, or genius may be unsparing, but it is not actionable without the averment and proof of special damage, unless it goes further and attacks the individual.

In the present case there was no libel upon the plaintiff in the way of his business. Though the language used was somewhat strong, it amounts only to a condemnation of the dinner. No lack of good faith, no violation of agreement, no promise that the dinner should be of a particular quality, no habit of providing bad dinners which the plaintiff knew to be bad, is charged, nor even the excess of price beyond what the dinner was worth; but the charge was in effect simply that the plaintiff being a caterer on a single occasion provided a very poor dinner, vile cigars, and bad wines. Such a charge is not actionable with proof of special damage.[1]

In the case of Fen *vs.* Dixie the plaintiff was a brewer and the defendant spoke of his beer in terms of disparagement at least as strong as those referring to the dinner. The judge said:

[1] HEPBURN: "Cases on Torts," p. 599.

A tradesman offering goods for sale exposes himself to observations of this kind; and it is not by averring them to be "false, scandalous, malicious, and defamatory," that the plaintiff can found a charge of libel upon them.

Similarly it was held not to be libelous for the defendant to say of the plaintiff: "His watches are bad." The *Missouri Fruit Grower* published a letter from a contributor in which he said that he had used the plaintiff's remedy for brown rot on peach trees and had found it disastrous. In the case of Kennedy *vs.* the Press Publishing Company the *New York World* published an article which charged that Coney Island saloons were the resort of improper characters. Kennedy owned a saloon at Coney Island. It was held that the libel was on the saloon and not on Kennedy, the proprietor. The judge, however, declared:

> A libel on a thing may constitute a libel on a person. Thus, to say of a brewer that he adulterates his beer would be a libel upon him in his trade, not because of the allegation that the beer was bad, but because the language would import deceit and malpractice on the part of the brewer. It is, therefore, at times difficult to determine whether the publication attacks the person or merely the thing, and any apparent conflict in the authorities arises out of this difficulty.

A Grand Rapids, Mich., newspaper said of a druggist that he put false labels on his medicine; that he made the medicine himself and then labelled it as if it came from Holland. This was held libelous. It would not have been libel if the newspaper had said that it was American oil instead of oil from Holland. The case would hinge on whether the plaintiff must have known that it was American oil.

2. Words must be written of and concerning the plaintiff. No action in libel will lie unless the plaintiff can prove that the words complained of were spoken of the plaintiff, or were generally understood to refer to him. An old English case, that of Johnson *vs.* Sir John Aylmer, shows that an innuendo will not constitute cause for damages if the plaintiff was the only one who thought they applied to him. In the case of Northrop *vs.* Tibbles (1914) a letter was written which the

plaintiff applied to herself although it made no mention of her. She was unable to show that the letter applied to her and the court held for the defendant. On the other hand, in the cases of Peck *vs.* the *Chicago Tribune,* Wandt *vs.* the *Chicago American,* and Jones *vs.* E. Hulton, it is shown that the defendant is liable if the innuendo happened to hit someone and the plaintiff can show that other people thought that he was meant.

MALICE

Malice is not an element that needs to be taken into consideration in a discussion of libel. A statement may be libelous without being inspired by malice. The libel on Mrs. Peck in the case of Peck *vs.* the *Chicago Tribune* was an innocent one. The doctrine of "falsely and maliciously" came from the old ecclesiastical courts and still survives in law books and in declarations of libel made by courts, although it has now been abundantly established that malice is not an element in establishing a case in libel.

DEFENSES IN AN ACTION

Invalid Excuses for Libel

1. That the publication was in good faith and not made maliciously. Malice is not an essential element of libel.

2. Publication by accident. The case of Peck *vs.* Chicago *Tribune* shows that accidental publication is no excuse.

3. Ostensible publication of a rumor and made in the course of a newspaper's business.

4. Ignorance of what employees were editing. A newspaper owner is not excused from libel on the ground that he did not know what his editors or reporters were doing. A Louisiana news-stand proprietor was fined for selling papers containing a libel. The proprietor of an English circulating library was fined for circulating a book containing a libel.

Valid Excuses for Libel

There are four possible defenses to a libel suit:

1. To prove the published charge to be true. This is called a "justification."

2. To show that the publication was "privileged."
3. To prove the right of "fair comment and criticism."
4. To prove circumstances connected with the publication tending to show that it was not malicious or was provoked and excused by the conduct of the complainant. This is called a defense "in mitigation of damages."

TRUTH AS A DEFENSE

To prove that the defamatory publication complained of is true is an absolute and complete defense.

The old maxim of the English criminal law, "The greater the truth the greater the libel," frequently quoted erroneously in this connection, has no application to actions in the civil courts,[1] and at the present time would scarcely be invoked even in any of the criminal courts of this country, except under the most extraordinary circumstances.[2]

The Bill of Rights, in most state constitutions, provides: "In all prosecutions for libel, the truth of the matters alleged to be libelous may be given in justification."[3]

But it is not enough that the writer of defamatory articles himself knows that they are true. He must be able to produce, when required, competent legal proof of their truth. What he himself has witnessed is, of course, competent evidence as far as it goes: when such proof can be strengthened by official records or other documentary proof, and by the evidence of other persons who can testify of their personal knowledge to the truth of the publications, a defense of the strongest character is presented.

But one distinction should be observed carefully, a misconception in regard to which has given rise to many libel suits that have been difficult to defend. When it is said that "the truth is a complete defense," the literal truth of the published

[1] The old English doctrine was abandoned by American courts in 1735 at the trial of John Peter Zenger in New York.

[2] SACKETT, H. W.: "The Law of Libel," p. 8.

[3] In Illinois, Iowa, and Nebraska the newspaper must also show a justifiable motive. Truth alone is not a defense. Thus an additional burden is placed upon the newspapers in those states.

statement is not meant; but the truth of the defamatory charge.[1]

To illustrate: A prominent official, say a judge, during the progress of a political campaign, either in the course of an interview or of a public speech, makes the charge against a candidate for an important office that he (the candidate) obtained his naturalization papers either through perjury or subornation of perjury. A newspaper publishes the interview or the speech, giving the speaker's name and the exact language he used. If the candidate referred to should sue the newspaper for libel because of this publication, it would be no defense for the publisher to show that it was true that the speaker had said just exactly what the newspaper represented him to have said. In order to justify they would have to show that the defamatory charge was true, *i.e.*, that the candidate had been guilty of perjury or subornation of perjury in obtaining his naturalization papers.[1]

In other words, no publishers or writers can escape responsibility for defaming a man's character by showing that it was on the authority of some other individual.

The same applies to defamatory accusations republished from another newspaper, whether the name of the newspaper from which they are copied is given or not.

PRIVILEGED PUBLICATION

The general doctrine of privilege is founded upon the view that in the intercourse between members of society and in proceedings in legislative bodies and in courts of justice, occasions arise when it becomes necessary that the character and acts of individuals should be considered and made the subject of statement or comment, and that, in the interest of society, a party making disparaging statements in respect to another on such a lawful occasion, should not be subject to civil responsibility in an action of this character, although such statements are untrue.

[1] Sackett, p. 9.

A privileged communication is founded upon a privileged occasion, and, strictly speaking, it is the occasion that is privileged, rather than the communication. The occasion affords the privileged of making the communication, and the same communication is privileged or not according to the occasion on which it is made.

Privileged occasions are divided into two classes with reference to the extent of the privilege afforded: those absolutely privileged and those conditionally privileged. Absolute privilege applies only to legislative and judicial proceedings and executive acts and not to newspapers. Newspapers, however, enjoy qualified or conditional privilege. Under the protection of qualified privilege a newspaper is permitted to give accounts of judicial, legislative, or other public and official proceedings providing the accounts are fair and accurate and not made with malicious intent. The plea of privilege would break down if the plaintiff could show that a newspaper was actuated by malicious motives, that the report was not true, or if it was not a fair report, that is if it was biased and gave only one side of the case.

Following are classes of conditional privilege:

1. Reports of judicial proceedings.
2. Reports of legislative proceedings.
3. Reports of other proceedings of quasijudicial or legislative nature in which the public has an interest such as proceedings of a medical society.

1. Judicial Proceedings.—In judicial proceedings the law permits the publication of the charges made, the testimony taken and anything relevant to the case that is said by judges, attorneys, witnesses, jurors, or anyone else, that is part of the public proceedings before the court and pertinent to it. The law does not, however, permit any violation of the legal presumption that a person is innocent until proven guilty and anything written that assumes guilt before conviction is not privileged and can only be defended on the ground that it is true and published with a good motive and justifiable end.

The privilege, as applied to judicial proceedings, is not confined to reports of proceedings in regular courts of justice,

but may be extended to all inquiries before magistrates, referees and municipal, military and ecclesiastical bodies, and they are only to be restrained by this rule, that the application for judicial action shall be made in good faith to courts or tribunals having jurisdiction on the subject and power to hear and decide the matter of complaint or accusations, and that they are not resorted to as a cloak for private malice.

Charges made in a police station or in a police court are not judicial proceedings nor is information given out by policemen or sheriffs.

A criminal charge or other statement made by a District Attorney, a coroner, a sheriff, or any other public officer is not privileged unless it is part of a proceeding that is both public and official.

A proceeding before a grand jury is not privileged because it is not public and not strictly judicial. An indictment found by a grand jury becomes privileged when it is handed down in court and made public.

It is important to note in connection with all reports under conditional privilege that the heading of a story must be just as fair and impartial as the story. Many libel suits have been sustained which were based alone upon the libelous headings of articles where the articles themselves were completely protected by conditional privilege. No new matter can be introduced in a headline nor must the headline comment on the story.

For instance, a wife seeks a separation from her husband on the ground of his cruel treatment. The first day of the trial damaging testimony is produced against the man. This is properly reported. But it is published with the heading, "A Brutal and Inhuman Husband." The next day the husband produces his opposing testimony, gets a verdict in his favor from the jury, and afterwards brings a libel suit against the newspaper publishers because of the libelous heading. The publishers in defense could not plead that the heading was privileged but in order to make a complete defense would find it necessary to prove that it was true that the complainant was "a brutal and inhuman husband"; an undertaking which

in view of the contrary verdict of the jury might be an awkward and disastrous thing to attempt.[1]

In the case of Stevens *vs.* Samson the defendant made defamatory remarks of the plaintiff in court. He then sent them to a newspaper. The newspaper published them. Although the report of the trial was true and fair, the court held that the remarks were printed maliciously. It was held that a newspaper must use its conditional privilege in a bona fide way.

Newspaper writers should also be cautioned against printing the irrelevant defamatory remarks of a witness or counsel. Such remarks, even if made in a courtroom, are not privileged either for the person who makes them or for the newspaper which may publish them. It has been held that a witness or a counsel is strictly responsible for any irrelevant defamatory remarks he may make, in other words he is privileged only if his statements bear directly on the case.

To be on the safe side a newspaper should always give both sides of the case. It is actionable to give only the evidence on one side.

It is highly important for the reporter and editor to realize the difference between "judicial, legislative, or other public and official proceedings" and papers which have been filed as a mere preliminary to a suit. For instance, *The New York Herald* several years ago lost a suit because the story complained of was based merely on allegations contained in a complaint filed in court by the French-American Stores Company against the Lambert Dairy Company. The complaint was filed in the office of the County Clerk. Up to the time of the publishing of the libel it had never been presented to the court nor had any application, based upon it, been made to the court for any preliminary or provisional order or process.

The appellant claimed a qualified privilege in that the article complained of was a fair and true report of a judicial proceeding or of a paper duly filed in the course of such a proceeding. The opinion written by Judge Scott and concurred in by his associates, said in part:

[1] SACKETT, p. 10.

As to the publication of papers merely filed and not presented to any court or magistrate, which is the question now before us, the rule has not heretofore been declared in this State by any controlling authority. It has arisen, however, in many other jurisdictions, and the concensus of authority is that the qualified privilege of publication does not extend to such a case. (Reference is here made to a large number of decisions in various States.) The opinion thus generally held by the courts of this country commends itself to our judgment as establishing a safe and sound rule within the terms of our statute . . .

Our conclusion upon this branch of the case, therefore, is that the mere filing of a pleading, without any submission to the court or judicial action taken thereon, does not constitute such a judicial proceeding as will give rise to a qualified privilege to a newspaper to publish its contents.

This means that if a newspaper publishes news articles based on complaints "merely filed and not presented to any court or magistrate" it must be prepared to prove that defamatory charges made in these complaints are true since the truth would be its only complete defense if an action for libel resulted.

A newspaper cannot safely publish information based on pleadings, complaints, or short affidavits until the case has actually come to trial in court, that is, until it has reached a stage where the action cannot be withdrawn by either of the parties to the suit.

The reason for this ruling was pointed out by Judge Laughlin of the Appellate Division of the New York Supreme Court in an opinion handed down in a libel action (Stuart *vs.* Press Publishing Company, 83 A. A., 475) as follows:

The reason for this limitation is that the public are not concerned in the preliminary proceedings formulating claims, causes of action, charges or defense for presentation for judicial action; that the public are not concerned in the private controversies between citizens, but only in the action of the judicial officers or tribunals thereon, and that until the judicial action is invoked the proceedings or action may be abandoned or discontinued by the parties without ever bringing the same to the attention of the magistrate, judge or tribunal.

There are two exceptions to the rule that fair and accurate reports of judicial proceedings are privileged. These are set forth in "Newell on Slander and Libel" as follows:

> The first is where the court itself prohibited the publication, as it frequently did in former days. Every court has the power of preventing the publication of its proceedings pending litigation.
>
> The second is where the subject matter of the trial is an obscene or blasphemous libel, or where for any other reason the proceedings are unfit for publication. It is not justifiable to publish even a fair and accurate report of such proceedings; such a report would be indictable as criminal libel.

2. Legislative Proceedings.—The privilege as applied to legislative proceedings covers reports of the sessions of congress, state legislatures, and minor legislative bodies such as county supervisors and city aldermen. Anything said publicly on the floor of the chamber in the course of debate while the legislative body is in session may be lawfully printed, if the report is a true and fair report and provided the publication is not prompted by malice.

The law with reference to town meetings seems somewhat uncertain. In the case of Trebby *vs.* Transcript Publishing Company (a Massachusetts case) the court held that a newspaper could not claim protection for libelous statements in an account of a town meeting.

3. Other Cases of Privilege.—A petition to the executive or other appointing power in favor of an applicant for an office or a remonstrance against such an applicant is a publication of this character. No action will lie for false statements contained in it unless it be shown that it was both false and malicious. This rule applies to petitions, applications and remonstrances of all sorts addressed by the citizens to any officer or official body, asking what such officer or body may lawfully grant, or remonstrating against anything which it might lawfully withold.[1] While a report of a committee appointed by a town meeting was held to be conditionally privileged in Massachusetts, in Wisconsin it was held that an

[1] Cooley, p. 237.

article in a newspaper relating to a matter of municipal interest, which reflected on the official conduct of a state senator, was not privileged if the newspaper circulated outside the city and senatorial district. Such a holding would seem to preclude the free discussion of matters of local interest either in the press or in public meetings. The ruling, however, was based on the general theory underlying qualified privilege, that is, that defamatory remarks are privileged only if published to those who have an interest in them. Thus libelous statements are privileged when made at a meeting of shareholders but not when published in a newspaper because they would be read by many people who would have no interest in them.

In connection with all stories involving conditional privilege, it should be pointed out that the words "it is alleged," "they say," "it is reported," etc. do not insure a paper against a libel suit. These phrases so glibly slipped into newspaper stories are nothing more than sham defenses. The New York statute provides: "It is no defence to an action for publishing an article charging plaintiff with a crime that the charge was made on information obtained from others."

FAIR COMMENT AND CRITICISM

Everyone has a right to comment, both by word of mouth and in writing, on matters of public interest and general concern, providing this is done fairly and with an honest purpose. This right is known as that of "Fair Comment and Criticism."

The right is of the utmost importance to newspaper men because a large proportion of the public of civilized communities depend to an increasing extent on newspapers and other periodicals for helpful discussion of public men and events. A newspaper has no greater right in this respect than any person in the same community, but has occasion to exercise the right very frequently.

Time was, only a little over a hundred years ago, in England, when to censure public officials and governmental policies, as is done daily in modern times, was considered criminal and seditious. Many a man had his ears cut off in England for

saying infinitely less about his rulers than was said with impunity against Woodrow Wilson during his administration. Now, however, both in England and America (but not in many countries in Continental Europe) the right of fair comment and criticism is definitely recognized.

The right is not without limits. Its foundation is the benefit to the public which results from unhampered discussion of matters which are of importance to the public. While injustice can be, and is frequently, done to individuals by the exercise of this right, experience has taught that in the end the public benefits by such discussion.

On the other hand, the public cannot benefit from misstatement of facts, or by malicious or unfair comments on matters, although the matters be of general concern. Consequently, the law will not permit an abuse of the right and holds that the right is abused if certain requirements are not met. The law governing the right of fair comment and criticism is in a state of considerable confusion in many other states, and in some respects the limits of the right are not defined with satisfactory definiteness. But five requirements may be set forth:

1. The comment must be on a matter of public interest. The public conduct of every public man (including candidates for office) is a matter of public concern. So is the management of every public institution and conduct of every public body, national, state, or municipal. An English writer has made a convenient grouping of matters of public interest under seven different heads:

a. Affairs of state.
b. The administration of justice.
c. Public institutions and local authorities.
d. Ecclesiastical matters.
e. Books, pictures and architecture.
f. Theaters, concerts and other public entertainments.
g. Other appeals to the public.

2. The words must be a comment and not an allegation of fact. It is one thing to comment upon or criticise, even with severity, the acknowledged or proved acts of a public man, and

quite another to assert that he has been guilty of particular acts of misconduct. The same considerations apply where a newspaper draws from certain facts an inference derogatory to a person. The inference must be stated as an inference and not asserted as a new and independent fact. The reader must have a truthful picture of the conduct condemned, so that he may have an opportunity of judging for himself.

3. The comment must be fair. Usually in litigated cases the question of whether or not a comment is fair has been submitted to the jury. Very little has been done by the courts to prescribe exact limits, and, indeed, this would be a hard thing to do. The test to be applied is generally: Would any fair man, however exaggerated or obstinate his views, have said that which this criticism has said? Wide latitude is allowed to exaggeration and to erroneous opinions. But before a newspaper assigns wicked or corrupt motives for the conduct which it censures, it should be certain that such motives are at least reasonable inferences from facts known to be true. Even then it is treading on dangerous ground.

4. Comment must not be published maliciously. A comment must not only be fair but must have been made honestly. It must be the true opinion of the critic, and must not be published to gratify personal or other indirect motive. There are so many subjects on which fair comment may be made that it would be impossible within the limits of this article to present a representative array of examples.

5. The comment, if on a man in public office, must be confined to his official life. A newspaper cannot comment on a man's private life in order to show that he is unworthy to hold office. It has been held that all comment must be confined to actual facts in connection with his public office.

The right of a newspaper to comment on a man who is running for office with the same freedom that it can comment on a man holding office is set forth in the case of Harris *vs.* the *Arizona Republican.* In this case the court reaffirms the doctrine that a newspaper may publish any comment on public affairs, providing it is in good faith. For instance, several years ago the *Cincinnati Post* published an article alleging that

a certain man, Hallam, running for congress, had bribed another candidate, Berry, to quit the race. Judge Taft, who was on the bench at that time, ruled against the newspaper on the ground that it had commented on something as a fact when it was not a fact, *i.e.*, the newspaper could not prove its allegation of bribery.

It will be remembered that a few years ago Roosevelt sued the editor of a newspaper in Michigan for calling him a drunkard. Although Roosevelt was a public man, the charge was held libelous. It was an allegation of fact (and untrue) and not a mere comment. If it had been true and a known fact that Roosevelt drank heavily, the editor could then safely have stated that the habit was disgusting and unfitted Roosevelt for office.

Similarly, an English newspaper printed an article advising an actor to return "to his old profession, that of a waiter." The actor had never been a waiter, and recovered damages. The newspaper might have said with probable safety that the actor "would have made a better success as a waiter than he made on the stage."

Many people were dissatisfied with the jury's verdict in the first trial of Carl Wanderer of Chicago, who hired a man to shoot his wife. A newspaper might safely have criticized the verdict as a "miscarriage of justice" or "disgraceful." But it could not legally state "the jurors must have been bribed."[1] Nor is it fair comment to say that an accused, though acquitted by a jury, was really guilty, that a particular witness committed perjury.

It would probably not be libelous to say of a new novel that it is "the very worst attempt at a novel that has ever been perpetrated," even if the novel were a fairly good work. On the other hand, it would be libelous falsely to charge the author with plagiarism.

The right of comment on a book was expounded in 1808 in the famous case of Sir John Carr *vs.* Hood. The judge held that ridicule and comment on a book was perfectly justifiable unless it overstepped the bounds of fact. In the case of Triggs *vs.*

[1] CALDWELL, "Fair Comment and Criticism,"

the New York *Sun*, the plaintiff published matter which was not in Trigg's book and made it appear that it was quoting from his book. The *Sun* lost the case for this reason. Here again the court laid down the doctrine that a newspaper must not falsely accuse the author of writing what he did not write and then comment on it as a fact.

In about the year 1875 Sir John Ruskin, perhaps the greatest art critic of his day, wrote and published an article criticising pictures exhibited in the Grosvenor Gallery in England. Referring to certain pictures painted by the famous artist Whistler, Ruskin wrote the following:

> Sir Coutts Lindsay ought not to have admitted works into the Gallery in which the ill-educated conceit of the artist so nearly approached the aspect of wilful imposture. I have seen and heard much of cockney impudence before now but never expected to hear a coxcomb ask 200 guineas for flinging a pot of paint in the public's face.

Whistler sued Ruskin for libel. The only words which were considered libelous in the foregoing passage were "wilful imposture." Whistler recovered as damages the insignificant sum of 1 farthing and had to pay his own costs.[1]

This English case is typical of a large class of cases in which a certain right to comment on and criticise matters of importance to the public is recognized. The entire passage above quoted is such as could easily bring the artist, Whistler, into "hate, contempt or ridicule" with a considerable portion of the public, especially since the author, Ruskin, was so highly regarded as an art critic. Tested by the broad rule set forth in our first article, as to what constitutes a libel, the above passage would seem clearly libelous. Yet except as to the word, "wilful imposture," it was not so held.

Recently Henry Ford sued The *Chicago Tribune* for $1,000,000 because of an editorial in which Ford was described as an "anarchist." The *Chicago Daily News*, at one time, suffered a judgment for damages for calling a man an anarchist, in connection with the Haymarket riots. The word "anarchist" was

[1] Caldwell, "Fair Comment and Criticism."

employed in a totally different sense in *The Tribune* editorial. In commenting on the case, Louis G. Caldwell, one of the attorneys for *The Tribune,* said:

> Ford had put himself prominently forward in his fight against military preparedness and had acquired the status of a public man. He committed certain acts and made certain statements against preparedness which received wide publicity. *The Tribune* believed it to be its duty to criticise Ford's conduct because of what *The Tribune* believed to be its evil consequences to the community, threatened, as it was, with war. The editorial and news items previously published made it plain to the readers what conduct *The Tribune* was describing as that of an "anarchist," and readers were left free to form their own opinions. The size of the verdict (six cents) is a strong indication that the jury thought the position of *The Tribune* well taken, and that the word "anarchist" was a fair comment on Ford's conduct.

Example might be multiplied, but space will not permit. If the general principles above set forth are kept in mind, and an honest attempt is made to comply with the four requirements, it is unlikely that actions for libel will follow. Many cases are, of course, near the borderline, and a writer must depend to a great extent on his own common sense as to whether or not his words overstep the limit.

Frequently "comment" shades into "fact," and "private" matters are hardly to be distinguished from "public." The newspaper man can and should, however, be sure that he is criticising honestly in accordance with his real opinion, and that he is not actuated by selfish or personal motives or any motive other than a desire to benefit his readers by a frank discussion of matters which are of importance to the public.

DEFENSES IN MITIGATION OF DAMAGES

If the publishers who are defendants in a libel suit are unable to show that the defamatory publication is true or that it is privileged, then the injured plaintiff is entitled to a verdict in some amount. How small this sum shall be will depend upon how good a case the defendants can make out in mitigation of

damages. The range of defenses that may be interposed for this purpose is very broad. The following may be enumerated as the most important:[1]

a. That the general conduct of the plaintiff gave the defendant probable cause for believing the charges to be true.

b. That rumors to the same effect had long been prevalent and generally believed in the community and never contradicted by the accused or his friends.

c. That the libelous article was copied from another newspaper and believed to be true.

d. That the publication was made in heat and passion, provoked by the acts of the plaintiff.

e. That the charge published had been made orally in the presence of the plaintiff before publication, and he had not denied it.

f. That the publication was made of a political antagonist in the heat of a political campaign.

g. That as soon as the defendant discovered that he was in error he published a retraction, correction, or apology.

h. That the defamatory publication had reference not to the plaintiff, but to another person of a similar name, concerning whom the charges were true, and that the readers understood this other individual to be meant.

WHO CAN BE SUED?

Since libel is part of the law of torts, all the general rules of law regarding torts hold with respect to libel. It is a rule of the law of torts that the plaintiff can sue one or all of the tort feasors. Thus the plaintiff in a libel suit can sue not only the publisher but also the editor, copyreaders, reporters, etc. Similarly if more than one newspaper publishes a libelous article, the plaintiff can sue them all. This was actually done several years ago in the famous Annie Oakley case where newspapers all over the United States reprinted a New York police court item to the effect that Annie Oakley, a famous actress, had stolen a pair of trousers to buy cocaine. Approxi-

[1] SACKETT, p. 13.

mately one hundred suits were brought. Most of them were compromised and the plaintiff recovered about $500,000.

CRIMINAL LIBEL

In criminal libel the plaintiff is the state. Truth is not a defense in a prosecution for criminal libel unless the defendant can prove that he published the truth with a good motive and for justifiable ends. The severity of the law of criminal libel is based upon the theory that criminal libel may lead to a breach of the peace.

Three important classes of criminal libel are:

1. Libels which blacken the memory of the dead.
2. Libels upon the government.
3. Obscene libels tending to corrupt public morals.

Most of these offenses are now prosecuted under other statutes. Prosecution for criminal libel is rare.

DEFENDING A LIBEL SUIT

The successful defense of libel suits depends largely upon having clear and trustworthy proof of the allegations promptly at hand as soon as the suit is brought, says Henry W. Sackett, attorney for the *New York Tribune*, in his pamphlet "The Law of Libel." "The 'Answer' that the publisher finds it necessary to make to a complaint for libel differs from ordinary pleadings in this important respect—it must set forth in detail the facts that the defendant expects to prove," says Mr. Sackett.

For instance—The newspaper has called X. a blackmailer; X. brings a libel suit against the publishers. They seek to "justify." It will not be sufficient for them in their answer to allege that "it is true, as charged, that X. is and was a blackmailer," and then wait until the trial to bring forward proof of it. But X. has a right to know from the answer what the facts are upon which the publishers rely to establish the justice of the epithet "blackmailer" as applied to him.

Or, if the answer disclosed a defense "in mitigation of damages," as for example that the plaintiff's personal conduct was such as to induce any reasonable person to believe him guilty of the offense

any particular instances of such conduct on the plaintiff's part that the publishers expect to prove on the trial must be set forth explicitly in the same manner.

The putting in of a good "answer" is therefore frequently more than half the legal battle and sometimes the whole of it.

Any metropolitan newspaper that deserves the name finds itself compelled every day to publish matter than is defamatory in character. Otherwise there would be no journalistic records of crimes or of a large part of the other occurrences in which the public is interested. The publisher's concern in that particular is a double one—that whatever of that nature is published in his newspaper should be true or privileged and that there should be clear proof of the truth or privilege.

Every newspaper writer frequently finds himself called upon to deal with such matter. If it is the report of a trial in court, or if the writer finds that it is "privileged" under the statute in any other way, he need have regard, so far as his report is concerned, to three points: (1) That the judicial or official proceedings have already begun; (2) that his report of the testimony, etc., or synopsis of the sworn papers is fair and impartial; and (3) that he knows where he can put his hands upon the official records to sustain the privilege at any time.

If the matter is defamatory and not privileged in any way, then the utmost care before publication with regard to the proof of its truth will be the only safeguard against libel suits.

The publication of such matter upon the authority of any person's mere word, however truthful, trustworthy and careful that person may be believed to be, will always be attended with danger. The statements may be entirely true, and yet the giver of information when called upon may not be able to furnish the proof. If he is, probably he could furnish it as well before as after publication.

The only absolutely certain way for any newspaper writer to avoid risks of this sort is for him to furnish for publication such defamatory matter only as he can sustain by his own testimony as an eye-witness or of which he has seen the proofs before writing the article.

DON'TS FOR REPORTERS AND COPYREADERS

Don't give the wrong address in a criminal accusation. Don't forget that a person may be held up to contempt, ridicule, or hatred

by means of a cartoon. That a person can sue for an attack on his reputation.

And don't forget:

That if a person's character is attacked in a newspaper that person may reply in kind without being liable.

That the owner of a newspaper is responsible for all matter that appears in his publication.

That you cannot jest away the reputation of any one and be safe from a libel suit.

That if you put a reputable merchant's name in a column entitled "Under Bankrupt Act," or "Dissolution of Partnership," or "Meeting of Creditors," that person may sue.

Don't forget that a retraction does not excuse defamation.

That printing the name of the authority for a story, or giving the source of a story, will not save the publisher from responsibility.

That the words "it is reported," "rumored," or "alleged," will not protect the publisher.

That in using a fictitious name the language of the text must be so worded that the one with a similar name cannot identify himself as the person intended.

That the plain ordinary meaning put upon the article is the construction when a libel is read into an article.

That the good or bad intention of the writer does not enter into the question of whether an article is libelous or not.

That criticism never imputes or insinuates dishonorable motives —unless it can be proved.

That criticism should deal only with such things as invite public attention and must not follow a public man into his private life, or into his domestic affairs.

That criticism attacks a man's work, not the man.

That to say an author is illiterate, uncultured, coarse and vulgar, or that his ideas are sensational, absurd and foolish, is actionable.

That a reporter may detail the arrest of a person, as that statement is true as a fact and is justified.

That the arrest of a person by the police is not a proof of guilt. That a prisoner, if he admits to a reporter that he is a thief, cannot afterward sue for damages although he later retracts and proves his innocence.

That in the trial of a member of the police department, evidence, or any defamatory accusations brought out, is news and would not be libelous, as the trial is public and official and therefore privileged.

That news from a coroner's investigation is not judicial, nor privileged.

That as the investigations and conclusions of a detective, are not "a judicial or other public and official proceedings," there is no privilege and the plaintiff can recover damages.

That the greater the circulation of a newspaper, the greater the offence.

That undue haste in rushing "copy," may cost the paper thousands of dollars.

That publishing a newspaper is only a private business.

That the law does not admit the press has a duty or is obliged to gratify a public taste for scandal and gossip.

That a newspaper has a right to discuss matters which relate to life, habits, comfort, happiness, and the welfare of the people.

That there can be no greater libel than falsely to accuse a person of being a criminal.

That accuracy must not be sacrificed for speed.

ROBERT M. BAXTER of the *New York Herald*,
Editor and Publisher, Sept. 3, 1921.

CHAPTER III

HOW THE HEADLINE IS BUILT

While the headline of the Civil War period was nothing but a label and concealed the real story under the caption of "News from Abroad," or "Terrible Tragedy," the headline today has two definite functions: To advertise the news and to bulletin or summarize it.

The banner headlines and the double or triple column spreads advertise the paper. Their purpose is to aid the circulation department in selling the paper. "Newspaper sales are a delicate reflection of heads and it is surprising how sales will fall when heads are carelessly written," said J. A. Brady, news editor of the *Syracuse* (N. Y.) *Journal* in a recent talk on headline writing. While the big heads help sell the entire paper, the smaller heads should arouse the reader's interest in the individual stories.

The second purpose of the headline is to bulletin the news of the day in the fewest possible words. The newspaper headlines told the biggest news of the World War in as few as twelve to sixteen words.

1. VARIETIES OF HEADLINE DECKS

Headlines are so designed as to give shape, form, symmetry, and beauty to the printed page, making it attractive, tempting, and readable. There are four varieties of headline decks: The crossline, the dropline, the inverted pyramid, and the hanging indention.

a. The crossline is a single line across the column, sometimes filling it flush and sometimes left short and centered.

| 7 ADRIFT AT SEA SAVED |

b. The dropline is a deck of several lines characterized by a slant to the right. It may consist of two, three, or more lines, and is designated as a two-part drop, three-part drop, etc.

STRIKE CRISIS PAST,
RAIL MANAGERS SAY

Some droplines do not slant but are set flush:

3 SENATORS TO
SEE HARDING ON
SOLDIERS' BONUS

c. The inverted pyramid is usually a subordinate deck:

One Thousand Invited to a
Conference to Be Held
in White Plains

d. The hanging indention is usually a subordinate deck. The first line is full and the others are indented:

Youngstown Official Who Re-
signed Is Rebuffed in Demand
to Be Restored — Successor
Cuts Down Police Force

Headlines should be written with an eye to mechanical beauty. If they are written in inverted pyramid form, they should be perfect inverted pyramids. If the lines are indented, the indentations should be of even length and each line of the required space.

2. HEADLINE SCHEDULES

In a previous chapter it was pointed out that it is the duty of the head of the desk to indicate on every piece of copy

just what he wants done with it. Thus, in many cases, the head copyreader will specify the approximate length of the story. If the story is to go into a special department he will slug it accordingly. In the same way he must give directions for the kind of a headline he wants the copyreader to write for the story.

Every office has a "Head Schedule."[1] The head schedule is simply a list of all the headlines used in the paper. They are grouped according to size with the largest listed first. Opposite each headline is the office name for the head because it is the general practice to call heads by an arbitrary name or number rather than by type specifications.

Two general systems for naming heads are in vogue, the letter system and the number system. The former designates each head by letter, for instance, "A" for the largest single column head, "B" for the second largest, "C" for the next in importance, and so on. Newspapers that use the other system designate heads by numbers and the major single column head is the "No. 1." In the *New York Tribune* schedule, which was revised about two years ago when the paper adopted the upper and lower case heads, the single column heads are designated by letters in the A, B, and C series with AA for the unusual displays. The double column heads are built up on the number system. Some newspapers use 1, 2, 3, etc. to designate the single column heads and use numbers above one hundred to indicate double column heads.

3. WHAT MAKES A GOOD HEADLINE

There are four important characteristics of a good headline. Every headline must:

1. Fit the space.
2. Tell the story clearly and accurately.
3. Play up in the first deck the feature of the story.
4. Have a verb. It is desirable although not necessary that each deck be a complete sentence.

[1] See schedule of *New York Tribune* in Appendix.

The technique of headline writing can best be shown by the application of these four principles to a typical story. Following is an Associated Press dispatch:

> Paris, Sept. 6.—Snapshots of Mars, as if the planet were little more than a mile and a half away, are promised by B. McAfee, American Scientist and collaborator with David Todd, the well-known American astronomer, in an article in the continental edition of the London *Daily Mail*, describing plans for the largest telescope ever conceived, which he says will solve the question as to whether life exists on Mars. Mr. McAfee says:
>
> "Professor Todd found a mine shaft at Chanaral, Chile, over which Mars will be at its zenith several times in 1924. We intend to use the shaft as the barrel of the telescope. It will be sheathed and will be 50 feet in diameter. The difficulty of a glass mirror will be obviated by the use of an invention of mine, a flat sheet-iron dish 50 feet in diameter, on which mercury will be poured.
>
> "When the dish is rotated at a certain speed the surface mercury assumes the necessary concavity and forms a splendid mirror. Owing to the great luminosity, the telescope will be able to make a snapshot, instead of the time exposure. A magnification of 25,000,000 will be possible, bringing Mars within a mile and a half. I am convinced that life exists on Mars, and expect to prove it."
>
> Mr. McAfee will leave for Chile on the yacht *Zarife* next spring for preliminary work. Professor Todd and he will remain in Chanaral throughout 1924.

4. HOW A HEADLINE IS BUILT

Since this story is not of sufficient importance to take one of the top of the column heads, we will say that the head copyreader has indicated a No. 4 head for it. The copyreader turns to his head schedule and sees that No. 4 consists of three lines of 18-point Cheltenham in the first deck, a pyramid of 12-point Cheltenham in the second deck, a crossline of 12-point caps, and a pyramid of 12-point. If he has had occasion to write this headline before he will probably find a notation as to the number of letters and spaces to the line. If he has not written it before he will have to count it now. In counting his units the copyreader counts one for all ordinary letters, one-half for the letter I and for punctuation marks, and one and one-half for M and W, and one for spaces.[1] Some offices ignore spaces in the count, but a better fitting head is obtained if spaces are counted.

A count of the letters and spaces shows that the copyreader is allowed a minimum of 13 and a maximum of 15 units to the line in the first deck. The second bank takes about ten words. The crossline cannot have more than 23 units while the fourth deck is identical with the first. With this information at hand the copyreader is ready to begin writing the headline.

The feature of the story should be brought out in the first deck. Since most stories carry the conventional summary or A. P. lead, this means that in the majority of instances the first deck of a head is based on the lead. If the copyreader finds that he is putting something into the first deck that is not in the lead, it is usually a pretty good indication that the lead should be changed. Often, however, there isn't enough time to do this. So far as possible all the decks of a headline should be built on material in the first part of the story because the last paragraphs may be cut off in the make-up.

[1] If the headline is set in caps and lower case, the "l" and "f" will count the same as the "i." All type families do not have exactly the same count. Cheltenham differs from Gothic, for instance, in that the Cheltenham "H" is almost as fat as an "M" or "W" and all figures, except "1" are fat.

The beginner in headline-writing will often find it advisable to outline the main points in his story before he starts writing the headline. A careful reading of this story brings out the following important points:

1. The telescope will be so powerful that pictures taken through it will be as clear as if they were taken with the planet only a mile and a half away.
2. It will solve the question as to whether life exists on Mars.
3. The telescope will be the largest ever conceived.
4. The telescope will be constructed over a mine shaft in Chile which will be used as a barrel.
5. It will take snapshots instead of time exposures.

These points are arranged in the order of their news value. The first idea should go into the first deck. The problem now becomes one of expression.

The copyreader's first attempt might be something like this:

MARS TO BE BROUGHT WITHIN MILE AND HALF BY HUGE TELESCOPE

This headline is not satisfactory, however, because the first line has 18½ units, the second 19½, and the third 17 units. Every line is too long since the maximum is 15.

The difficulty seems to be that the idea "a mile and a half" is too long for expression in a headline. Still it would not do to state it in a general way, for instance to say "Scientist Predicts Photos of Mars at Close Range." Neither would some other general head, such as "Photos of Mars Promised Soon by Scientist," tell the story. It is imperative to get the idea of distance in the first deck.

At this point the copyreader would be very likely to break away from the idea of a mile and a half and seek some other way of expressing the distance. It would not do to overstate

the case and say one mile. It would be better to underestimate the accomplishment of the telescope and say two miles. With this idea in mind the following headline could be phrased:

GREAT TELESCOPE TO "SHOOT" MARS AS AT 2 MILES

This headline fits the space. The first line has 15 units, the second 13½ and the third 14. There might, however, be some ambiguity about the word "shoot," and the phrase "as at 2 miles" is not entirely satisfactory. Hence the copyreader makes another attempt:

GREAT TELESCOPE TO BRING MARS WITHIN 2 MILES

This headline is entirely clear. It is satisfactory except that the first line is long in proportion to the others. If the word "new" is substituted for the word "great" this difficulty would be overcome. The headline then would read:

NEW TELESCOPE TO BRING MARS WITHIN 2 MILES

The copyreader is now ready to write the second deck. In preparing the original outline of the story it was decided that the second most important idea was that the astronomer believed his telescope would prove that life exists on the planet. In addition to stating this idea it will be necessary for the second deck to explain who is working this project.

The second deck will give less trouble than the first because a pyramid is easy to write since there is more leeway in space. Most pyramids are written in the natural sentence order, that is, with the subject first. This would be the logical way to start this pyramid since it should tell who is promising to bring Mars within two miles. Hence the copyreader's first attempt might be "B. McAfee, American Astronomer, Promises Snapshots to Prove that Life Exists on Planet." But this is too long since 9 words is the approximate limit. It could be shortened to "B. McAfee, American Astronomer, Promises Snapshots to Prove Planet Has Life." It will be observed that this line brings in the additional idea that the views will be snapshots and not time exposures as most astronomical views are.

The fact that this telescope will be the largest ever constructed must be expressed in the third deck or the crossline. This line, in some ways, is more difficult to write than the first deck because of the limit on space. It is not an easy task to express a concrete idea in 23 units. Since essential words cannot be repeated in the different decks, the copyreader must find a synonym for telescope. "Plans World's Largest Instrument" is too long. "Plans Gigantic Instrument" is also too long. "Plans Huge Instrument" will fit the space. Lens might also be used.

The copyreader now comes to the last deck. He has reserved for this deck the information that the astronomer will use an abandoned mine as the shaft. This could be expressed "Will Sheath Abandoned Chilean Mine Shaft, 50 Feet in Diameter, for Barrel."

The complete headline now reads as follows:

NEW TELESCOPE TO BRING MARS WITHIN 2 MILES

American Astronomer, Promises Snapshots to Prove Planet Has Life

PLANS HUGE INSTRUMENT

Will Sheath Abandoned Chilean Mine Shaft, 50 Feet in Diameter, as Barrel

This headline illustrates the order of importance in a four-deck head. The main feature goes into the first deck. The second is used for necessary identification or elaboration for the sake of clearness. Or, if this is not required, then the second most important thought is put in the second deck. A different angle of the story is played up in the third deck and details subordinate to this new thought are brought into the fourth deck. It will be observed that the relation between the third and fourth decks is the same as that between the first and second.

If there are more than four decks in the headline, the process is exactly the same. The fifth deck should introduce another phase of the subject with the sixth explaining or elaborating if necessary or else continuing with information subordinate to this idea.

The beginner in copyreading will be interested in the way an experienced copyreader headlined two Bible stories. The following headlines were written by George C. Bastian of the *Chicago Tribune* staff. The first is based on the parable of the Good Samaritan recorded in Luke 10, 25–37:

SAMARITAN

(8-Head)

JESUS, HECKLED BY LAWYER, TURNS TABLES BY STORY

Help Ye One Another His Radical Doctrine

The parable of the Prodigal Son, Luke 15, 11–32, was headlined thus:

PRODIGAL

(8-Head)

LONG LOST SON RETURNS; WHOLE CITY HAS FEAST

Jesus Reveals Story Of Real Life Drama

CHAPTER IV

ESSENTIAL ELEMENTS OF THE HEADLINE

The previous chapter explained how a headline is constructed. It will now be necessary to point out certain essential elements of a good headline. Headlines are of a powerful force requiring delicate handling to give accurate interpretation of events. It is recognized that individual papers may vary somewhat from the standards here set down but it is believed that these rules embody the best practices of the most carefully edited newspapers.

The Verb in the Headline.—There are virtually no exceptions to the rule that every headline must have a verb expressed or implied. It is the active, bright, expressive verb that gives force to the American newspaper. Without a verb a headline is almost sure to be a label, that is, a general and indefinite statement. With a verb the headline will say something concrete. For instance, in the following headlines compare:

AUTO COMPANY BRANCH

with

AUTO FIRM EXPANDS

PROBLEMS FACING
STRICKEN WORLD

with

WORLD CONFRONTS
STAGGERING DEBT

| CAR SERVICE RESUMPTION |

with

| STREET CAR SERVICE RESUMED |

A reading of these headlines in these two parallel columns shows how much more effective is the headline with a verb. It is in the short 20 to 22 unit crossline, of course, that it is most difficult to use a verb. Even here, however, the copyreader should not give up too easily. In each one of the headlines quoted it was possible to use a verb by picking out the significant point of the story and expressing that in the shortest possible way.

1. A verb may not always be expressed. It may be implied. In this head the verb "are" is understood:

| THIEVES BUSY IN PARIS |

The verb "to be" is understood in this head:

| SPUD SHOW NEXT WEEK |
| Any Potato Grower in Kansas May Enter Exhibit |

The verb "is" is suppressed in this headline:

| ARMY BILL IN DANGER |

2. Omit all forms of the verb "to be" whenever possible. "Is" and "are" should not be used in headlines unless they are required for clearness. A headline is more emphatic without the use of these auxiliaries, as shown by the following examples:

| TOMB OF 39 AIRMEN IS FOUND NEAR HULL |

| TOMB OF 39 AIRMEN FOUND NEAR HULL |

DAIL EIREANN IS CALLED ON LLOYD GEORGE REPLY

DAIL EIREANN CALLED TO FORMULATE REPLY

3. It is not always possible to omit forms of the verb "to be." Sometimes they are necessary to prevent ambiguity.

U. S. WEATHER MAN SAYS SUMMER HERE

U. S. "WEATHER MAN" SAYS SUMMER IS HERE

4. Avoid starting a headline with a verb if the verb might be understood to be in the imperative mood. These headlines are defective in this respect:

HEAR BIBLE SCHOLAR

Students Attend Lectures by Yale Professor

ROB LOS ANGELES BANK

Bandits Escape in Automobile With From $20,000 to $45,000

The Present Tense.—As a general rule, all headlines are written in the present or future tense. The past tense is rarely employed although the copyreader should not hesitate to use it when necessary. The present tense suggests action and empha-

sizes the timeliness of the news as shown by the following heads:

INDICTS 21 MORE FIRMS

Buffalo Grand Jury Acts on Lock=wood Committee Evidence

SEES CAR KILL A BOY; LEARNS HE'S HER SON

Mother Ignorant of Trolley Vic=tim's Identity Until after Her Return Home

There are times, however, when the past tense must be used:

FIND MISSING NURSE DROWNED IN CANAL

Daughter of Professor Breazeale of Rutgers Disappeared More Than a Month Ago

It is customary to use the present tense in referring to deaths:

HENRY B. M. WATSON, BRITISH AUTHOR, DIES

Was Long Assistant Editor of Black and White and Pall Mall Gazette

GEORGE W. POWELL IS DEAD IN LOS ANGELES

Formerly Indianapolis Police Chief and K. P. Official

In using the present tense in headlines announcing deaths, the copyreader must avoid mention of the time or the effect will be awkward:

J. C. BLACKLIDGE DIES TODAY

Pioneer Kokomo Attorney Had Been in Ill Health Long Time.

Similarly in other stories, the copyreader should avoid putting the time of a past or future event into a headline written in the present tense. A few headlines will show the awkwardness which results from such a combination:

ARMY DEFEATS NAVY ELEVEN LAST SATURDAY

FOCH DEDICATES MEMORIAL SITE AT FAIR YESTERDAY

NOTRE DAME BATTLES AGGIES ON THURSDAY

The copyreader who becomes accustomed to using the present tense for both past and present must be cautioned against using the present tense to denote action that will take place in the future. A headline, "Beveridge Speaks at Convocation Today," should read "Beveridge to Speak at Convocation Today" if it is over a story in a morning paper announcing a lecture that will take place sometime that day. Similarly "5,000 Women to Vote in County on Last Day" if the voting has not yet taken place.

It would be permissible, however, to omit the infinitive "to" in headlines in which the reader will naturally supply the omission because the rest of the headline indicates futurity. For instance, in "Fans Leave for Oberlin Tomorrow," a "to" or "will" preceding "leave" would be implied and it would be understood that they were "to leave" or "will leave." Similarly, if a headline reads "Candidates Speak at Convocation Today" the reader would immediately supply the "to " or "will" and would not suppose that the present tense was intended. As was pointed out in the preceding paragraph, however, if this headline had a singular subject and read "Candidate Speaks at Convocation Today" the verb would have to be construed as in the present tense and the headline would be incorrect.

Active Voice.—The copyreader should always use the active rather than the passive voice because of its greater action and vividness. "Jury Indicts 21 Firms" is more effective than "21 Firms Indicted by Jury."

Sometimes, however, the question of voice is determined by demands of emphasis. When the subject is less significant than the predicate, it is best to put the predicate first in spite of the passive verb. Thus, "Soldiers' Bonus Bill Advanced," "Jap Premier Killed by Demented Boy."

Complete Decks.—Each deck should be complete in itself. Nearly all newspapers bar headlines that carry the thought from one deck to another as if the whole headline were one sentence. Following is an example of a headline defective in this respect:

BABE RUTH AND MARSHAL FOCH

The Generalissimo Hands Babe a Brick for Corner Stone and Wishes

The Home Runner Could Introduce Base Ball in France

Similarly it is also desirable to avoid using pronouns in subordinate decks which refer to the subject expressed in the main decks:

HENRY B. M. WATSON, BRITISH AUTHOR, DIES

He Was Long Assistant Editor of Black and White and Pall Mall Gazette

Implied Subject.—The subject may not be expressed in the first deck. It may be implied in the first deck and expressed immediately in the second, providing it is the first word in the second deck:

SUES DOCTOR FOR $50,000

Woman Alleges He Caused Her Arrest on Charge of Insanity

REPORT LOST WOMAN FOUND

Syracuse Message Says Mrs. Oakley of Marmoneck Is There

An awkward headline results if the subject is implied in the first deck and not immediately expressed in the second. Observe the following headline which appeared as a banner:

WAR ON MAD U. S. SPENDING

AGHAST AT TAX PLEA, SENATORS URGE ECONOMY

In this headline it is not immediately apparent that the thought is "Senators War on Mad U. S. Spending." The second deck should have begun with the word "senators."

Some editors consider it bad form to run headlines in which the first deck has an implied subject. Generally speaking, Eastern papers use the implied subject form while the larger Western papers do not use it. An Eastern paper, for instance, might have the headline: "Say Republicans Sure of Victory," with "State Chairman Predicts, etc." as the first words of the bank. In many Western papers the first deck would begin with the subject: "State Leaders Predict, etc."

Crowding the Feature.—The whole feature of the story should be crowded into the first deck, if possible. The copy-reader should carefully distinguish between features and details. Details should be reserved for later decks. There should be no padding in any deck in the headline, least of all in the first.

Following are two headlines for the same story. The first does not tell the whole feature. It is verbose. Too many words are used to express the thought. The second tells all that the first does, and more:

WHOLESALE SUGAR DROPS THREE CENTS

One Large Refinery Offers Product at 21 Others Quote 22 to 22½.

SPECULATORS SELL STOCKS

Eager to Unload Contracts as Increased Shipments from Porto Rico Arrive Here.

SUGAR CUT 3 CENTS; PROFITEERS UNLOAD

Wholesale Price Falls to 21 as Increased Shipments from Porto Rico Arrive.

DROP GRADUAL SINCE MAY

Unsettled Market Causes Slump of 10½ Points in Stock Quotation of Large Refinery.

Other heads that illustrate how essentials should be crowded into the main deck:

INDIANA CUTS PRICE OF COAL; ILLINOIS CAN'T

WANDERER, SLAYER OF THREE, GETS 25 YEARS

T. R. WHITE, VETERAN, SHOT BY NEGRO, DIES

WHISKY STILL BOILS OVER; GIRL 3, DIES; THREE IN HOSPITAL

WIFE, 20, FLEES HUSBAND OF 44 FOR MAN OF 65

WOMAN ASKING ALMS HAD $1,894 IN CASH

Arrested in 34th Street Subway Station While Begging from Passengers.

The art of headline writing is largely the ability to state the whole story in a few words.[1] It would be well for the beginner to turn to the headlines that appeared during the world war to see how the crucial events of the battlefield and of diplomacy were summarized in a terse sentence.

Devices of Punctuation.—In order to crowd the whole feature into the short space of a two-line head, the copyreader has evolved a system of short cuts in punctuation. A comma, for instance, is often used in a crowded line to take the place of "and:"

JOHN RICHARDSON, SONS CAPTURED BY OFFICIALS

While the substitution of a comma for "and" does not interfere with the structure of a sentence, it is hardly permissible to use a comma in place of other words that happen to be too long for the line.

TWO KILLED IN AUTO ACCIDENT, BRAINERD, MINN.

[1] The ordinary reader has no conception of the mechanical and grammatical difficulties of head writing. Some newspapers have found it a good promotion idea to offer a small prize each week to the reader who writes the best headline on a certain story. Some of the more simple rules of head writing are enumerated in the paper and then the best heads written are printed with the names of their authors.

JEALOUS WIFE BEATS RIVAL TO DEATH, HAMMER

A question mark may sometimes be used effectively when it is impossible to make a definite statement in the story. As a rule, however, it is better to indicate the authority or source of information, if space permits, rather than use the question form.

U. S. STILL AT WAR? COURT FAILS TO SAY

Judge Hand Upholds Alien Property Custodian in Seizure of Inheritance.

W. J. B. + W. G. M. EQUALS WHAT? CAPITAL ASKS

Bryan and McAdoo Cause Washington to Hum.

The semicolon has become the most useful of all marks of punctuation for the copyreader. Observe how the semicolon is used to crowd features:

MAN STEPS FROM BATHTUB; SLIPS; BREAKS NECK; DEAD

HORSE STARTS AUTO; CAN'T STOP IT; GETS RUN OVER

While the semicolon can sometimes be used effectively, the copyreader should remember that a headline should be a complete sentence, if possible. He should not write:

**32 PERSONS KILLED;
WIND; STORM; RAIN**

This headline should read:

**STORM KILLS 32 IN
INDIANA, ILLINOIS**

Observe the effective use of the dash in the following headlines:

**LOST—U. S. CORPS
OF MARINES IN
CUBA SINCE 1914**

**HEROES BEG IN
STREETS AS U. S.
FORGETS WAR**

No Job, No Coin, Home, or Food—Gratitude!

**EVANSTON PUTS
BAN ON WOMEN
SMOKING—IN JAIL**

As a general rule there is this distinction between the uses of a semicolon and a dash: A semicolon is used to separate two independent clauses in a display deck where space is most precious while in pyramids and hanging indention the dash is used.

Semicolon in display deck:

FRENCHMAN FLIES 180 MILES;
1:04:39:1/5 RECORD; PRIZE

Other tricks of punctuation are illustrated by the following headlines:

GIVE UP WAR SPOILS?
"NO," SHOUT CHINESE

"THEATRE ON FIRE!"
CRY ON BROADWAY

"DON'T BUTT IN"
MEXICO IS TOLD
IN POLITE WAY

"HOLD ISLANDS,"
WOOD MISSION
URGES HARDING

Filipinos Not Ready to Rule Selves, Verdict.

YOU CUT NAVIES
OR WE BUILD:
U. S. TO WORLD

Pressure Expected to Get Results.

It has become the general practice to use single quotation marks instead of double in a full line. For instance:

GERMAN ANSWERS "YES"
TO ALL ALLIED DEMANDS

It is a rule of English writing that a word may be used in an unusual way if it is quoted. How the copyreader operates under the license of this rule to save space is shown by the following heads. Often a word that is quoted in a headline has a meaning which is the opposite of what it would have if it were not quoted:

"LOST" HUSBAND
LIVES IN AN OPEN
BOAT 4 MONTHS

ATTACHES OF JAIL
TELL OF LIGREGNI
"INSANE" ACTIONS

"OTHER" WOMAN
CAUSES WIFE
TO TRY TO DIE

While punctuation is used by the copyreader as a short cut in the expression of an idea, in general it is used as little as possible. Usually no periods are used at the ends of decks although in some offices periods are used at the end of pyramids and hanging indentions. The period is seldom seen at the end of display decks.

Abbreviation.—All abbreviations sanctioned by the style sheet apply to headlines. In addition many abbreviations are permitted in headlines that are not used in stories. No general rule can be laid down for abbreviation in headlines because usage varies in different parts of the country. In every city, for instance, there are certain companies, organizations, or public utilities that are so well known that their names may be safely abbreviated. About the only generalization that can be made is this: Any abbreviation is permissible that is understood by the reader.

Newspapers, whether rightly or wrongly, apply this same general rule to the names and titles of persons who are well known, as shown by the following headlines:

GERALDINE AND LOU MAY SETTLE DISPUTE

Adjustment of Difference Out of Court Seems Likely.

WALES, IN FRETTED INDIA UNGUARDED, MIXES WITH CROWD

Precedent Is Set Aside by Royal Visitor, Whose Democracy Meets Wide Acclaim.

MADELYNN CAN'T MARRY IN JAIL

Wedding License Is Not Recog= nized by Morgan County Sheriff.

It would seem, however, that names and titles should not be omitted indiscriminately merely in order to make a headline fit the space. The following is a case in point:

MARGOT, OFF FOR ENGLAND, SAYS DRY LAW IS "MISTAKE"

Figures.—Greater latitude in the use of figures is permitted in headlines than in news stories. While figures under ten are spelled out in nearly all newspapers, the copyreader is permitted to use the numerals in headlines, if he so desires. These headlines show how the use of numerals instead of words may help crowd the feature into a headline:

LAY 40 AUTO THEFTS TO 3

Trio Held for Stealing Car Is Further Accused by Police.

MAC SWINEY IS UNCHANGED ON 5TH FAST DAY

4 HELD IN POSTAL ROBBERY IN CAIRO

BOY, 13, CATCHES 2 SHARKS AFTER FIGHT OF 2 HOURS

Colloquialisms.—Colloquial contractions like "can't," "we're," "he'll," etc., may be used when they are in keeping with the tone of the story as illustrated by the following:

ROCKEFELLER, HE'D HELP HER

So Mary Mayogian, Who Is 12, Came Here to Seek Him

CURRAN SAYS HE'LL ENFORCE DRY LAWS

But Is Opposed to Unlawful Search and Seizure as Practiced by Police

DECLARES "JOE" CANNON WON'T SEEK RE-ELECTION

Representative Rodenberg Says Dean of Congress Will Retire at End of Present Term

MAYOR REPLACES HARRISON TABLET ON PIER WITH OWN

Thompson Implies He's Its Builder, and Not His Predecessor.

Articles.—The articles "a," "an," and "the" are not used in headlines except when required for the sake of clearness. The following headlines, for instance, would not be readily understood without the article:

HAMMOND EXPECTS A KING IN RUSSIA

Constitutional Monarch, He Tells House Committee, Is Likely to Succeed Soviet.

A PEOPLE TO BE JUDGE AND JURY

Bulgars to Decide by Referendum if War Ministers Are Guilty.

Similarly "The Pope Is Dead" is more fitting than "Pope Dies." Also "Princess Mary of Great Britain Is Married" lends regal thought and solemnity more than the shorter spitfire headline.

Connotation.—Because of the great emphasis that a headline gives to a few words, the deskman can afford to put some serious study on the connotation of words. Often a headline will stand out on the page because of the felicity of expression as a result of suggested meaning. Such examples are the following:

CAREER OF CARUSO A LONG CRESCENDO

Early Called "Baritone," "Failure," He Became Chief of Tenors, Ranging All Styles.

BORN AND DIED IN NAPLES

Mother's Death Made Him Run Away to Stage—His Life of Hard Work amid Uncontested Supremacy.

"C'EST LA GUERRE," SAYS FOCH OF TRIP

He Rests a Day in Cleveland, but Will Resume Programme That Grows Daily.

TEXTILE MILLS WHIR FASTER IN NEW ENGLAND

Orders Again Large at Big Factories

LEADERS WAVE POLITICAL WAND OVER TAX BILL

Incense to G.O.P., Smoke to Rivals.

CLASSICAL CLUB DIVIDES GAUL INTO SIX REELS

"Life of Julius Caesar" Will Be Shown in Auditorium Monday Night.

That great master of style, Gustav Flaubert, in advising De Maupassant on the art of writing, said:

"Whatever one wishes to say, there is only one noun to express it, only one verb to give it life, only one adjective to qualify it. Search, then, till that noun, that verb, that adjective are discovered; never be content with "very nearly;" never have recourse to tricks, however happy; or to buffooneries of language to avoid a difficulty.

This doctrine of the one word that will exactly express the meaning applies with especial force to headline writing. Nearly every story has some individual characteristic. The copyreader with a vocabulary enriched with words that are not used every day and with imagination enough to think through

the story, will be able to build headlines that will compel attention:

HUNGRY RUSS
STREAM INTO
SIBERIA WILD

TRAFFIC MUFFLES BELLS
OF WEDDING WITH DEATH

ABOLISH GAS IN
WARFARE GASP
LUNG-SEARED VETS

CAN OWNERS GO
INTO REVERSE ON
WOMEN DRIVERS

REDS STIR CALDRON
FOR RULING CLASS

Repetition.—Avoid repetition of words or ideas in the various decks of the headline. Remember that the purpose of the headline is to sell the story to the reader. Keep him interested by presenting new ideas or new angles on the feature in each succeeding deck.

Bad:

EXHIBITS AT COUNTY
FAIR OUTDISTANCE
ALL FORMER FAIRS

Note the various faults in this headline:

MEMBER OF CONGRESS DROWNS HIMSELF

Worry Drives Lawmaker to Death in River

It makes the statement twice that the congressman took his life by drowning, but leaves the reader in the dark as to his identity. Repetition of an idea, with the words changed is one of the gravest and most common faults of the small town copyreader. Space in headlines is too precious to permit repetition.

Repetition of words can be avoided by (*a*) the use of synonyms or (*b*) by expressing the idea in some other way or by substituting another thought which is just as important.

In headlines over stories announcing deaths, it is not only a waste of space but it is in bad taste to repeat the idea of death in succeeding decks:

Bad:

MONTENEGRO KING IS DEAD IN FRANCE

Nicholas, Father of Queen of Italy, Dies in Capitol.

The headline should read:

MONTENEGRO KING IS DEAD IN FRANCE

Nicholas, Father of Queen of Italy Reigned Since 1910.

Good:

MAURICE L. DONNELLY, AGE 62, DIES AT HOME

Formerly Was National President of Hibernians.

Funeral Will Be Friday Noon.

ISAAC GUGGENHEIM DIES IN ENGLAND

With Brothers and Father He Developed Mines of a Continent

Bad:

PAUL M. POTTER, PLAYWRIGHT, DEAD

Dramatist of "Trilby" Stricken in His Room in Murray Hill Baths in His 68th Year.

The Name as the Feature.—One of the most difficult things about headline writing for the beginner in copyreading is to know when to put a name into the first deck of a headline and when to relegate a name to subordinate deck or leave it out of a head altogether. No hard and fast rule can be laid down for practice in this matter. All that can be done in the way of advice is to point out that there are two classes of names that appear in a headline—the names of local people and the names of people known throughout the state, the country or the nation. Only experience and knowledge of the city can teach a copyreader whether a certain person is known well enough to justify the use of his name in a headline. Names that would come in the second group must be of such outstanding importance that the reader will immediately recognize them.

The following headlines illustrate instances when it is justifiable to use a name:

JOHN PHILIP SOUSA HURT WHEN THROWN FROM HORSE

H. G. WELLS REACHES NEW YORK CITY

Believes Arms Conference Will Completely Revise Versailles Decisions.

If the name is important but the copyreader nevertheless feels that all of his readers may not recognize it immediately, then he should supply the indentification in the headline.

SID HATFIELD, "BAD MAN" OF MINGO, SLAIN

MARION DAVIES, FILM STAR, IS RECOVERING

When the name is the feature the copyreader should not hesitate to use the name in the first deck. The following head, for instance, is faulty because the name is subordinated whereas it should have been played up:

SOPRANO DIES AT COPENHAGEN

Christine Nilsson Was Star of the Operatic Stage Generation Ago.

Telegraph Heads.—Headlines over telegraph stories should tell in the first or second decks where the event occurred. In most cases the location should be mentioned in the first deck in order to prevent the reader from getting the impression that the event was local.

KANSAS ORDERS ARREST OF SHOP UNION OFFICERS

Warrants Issued Following Call for Strike of Workers.

20 PEOPLE DEAD, 100 WOUNDED IN TIPPERARY TOWN

Renagh Wrecked in Two Days' Battle of Irish Factions.

HARDING MADE LL.D.; TALKS TO OHIO STUDENTS

Put House in Order, Then Help the World, President Says.

The following headline is defective because it might be supposed that a United States court had made the ruling whereas it was a French court:

COURT EXEMPTS FOOTBALL FROM ENTERTAINMENT TAX

The headline should have substituted the word "France" for "Court."

THINGS TO REMEMBER

1. Don't attempt to be funny in a news headline unless the story is funny.

2. Alliteration or rhyme should not be used in news headlines. The jingle of a rhyme distracts from the content of a story. Alliteration or rhyme can be used effectively only in feature stories. How out of place it is in news stories is shown by the following heads:

PROPOSE PRACTICE FOR PROMISING PUGILISTS

"SAUL" A GREAT SUCCESS SAY ALL

I. U. GRAPPLERS GRAB GOOD

3. Avoid inverting the order of importance of thoughts in a headline. For instance in the following headline the authority or source of news is put first when it does not deserve such prominence. The main idea is the fact that a man was hit.

Wrong:

POLICE THEORY DYING MAN HIT IN LIQUOR FIGHT

Right:

DYING MAN HIT IN LIQUOR FIGHT, POLICE THEORY

The following headlines owe their effectiveness largely to the fact that the important feature is expressed immediately in the first line:

USES OLD SHOE AS BANK;
SEEKS REPAIR MAN'S ARREST

NO HOT WATER FOR TENANT;
LANDLORD FINED, JAILED

MAGAZINE FOR ALUMNI,
U. OF CHICAGO PLAN

4. Never divide words in the main or display decks of a headline. In a four-deck headline, for instance, it is permissible to divide words in the two subordinate or pyramid decks, but not in decks one and three.

5. Avoid bad breaks at the end of lines. Readers pause slightly at the end of any line, about as at a comma. Therefore, the line should break at the point where, if read aloud, a slight pause would occur, otherwise the meaning to be conveyed may be distorted. In the following headline, for instance, the word "*Herald*" is so closely connected with "New York" that they should not be separated:

HARDING GAINS IN NEW YORK
HERALD POLL WHILE COX LOSES

The following headline is defective because it splits "Parcel" and "Post:"

4 HELD IN BIG PARCEL
POST ROBBERY SCHEME

6. Avoid breaking a line on a preposition:

SOVIET RUSSIA, ON
BRINK OF DISASTER
WANTS PEACE NOW

7. Avoid breaking a line on a verb. Each line should stop at a break in the thought and not in the middle of an idea.

Wrong:

MAT CANDIDATES GET
FAST WORKOUT AT GYM

Right:

I. U. MAT CANDIDATES
GIVEN FAST WORKOUT

8. Do not misuse words in a headline. When Dryden wrote his famous line, "And tortures one poor word ten thousand ways," he had in mind a poet, but the advice applies with the same force to the modern headline writer. The overuse and misuse of short words by the copyreader has given genuine concern to lovers of accurate English. Even newspaper men themselves have insisted that it is time to call a halt on the indiscriminate use of "probe," "halt," "rap," "sift," and a host of other short verbs. In a paper read before the Philadelphia Society for the Promotion of Liberal Studies, in November, 1919, Edward P. Mitchell, at that time editor of the New York *Sun*, called copyreaders the "butchers" of the English language and declared that English, as employed in the writing of headlines, has become the "yellow peril" to English speech. He said in part:

> We used to scan the headlines to glean the news of the day. But today we are obliged to read the story under the headline to find out what the headline is trying to convey.
>
> These harrassed, hard-working men who write the headlines are, despite their better selves, rapidly becoming the "Bolshevists" of one of the greatest and noblest mediums of human expression—the newspaper.
>
> These architects of anarchy, with their small stock of short words, have suffered a paralysis of straight thinking, and day after day and night after night resort to their slender supply of arbitrary symbols

in a topsy-turvey effort to express every shade of meaning in the English language.

From their small storehouse of lean nouns, slender verbs and slim adjectives they are prostituting the English of that class whose principal source of edification is the modern newspaper.

In their frenzied search for words short enough to fit into the arbitrary limits of the newspaper column they employ such words as "probe," "grill," "vice," "nab," etc., to cover almost every range of human activity, and the results are often startling and grotesque to the lover of accurate English.

Their atrocious jargon is indeed a yellow peril to the English language.

When the *New York Times* was first published, headlines took up 3½ per cent of the front page, as compared to 36 per cent now; the *New York Sun*, 1½ per cent in 1833 to 38 per cent now, and the *Tribune* ¾ of 1 per cent to 30 per cent today.

The demand of the modern reader and the fierce competition between newspapers of today, have led to the use of even larger and larger, blacker and blacker type in the headline. But the newspaper column is inelastic and has remained the same width. Hence the headline artist is forced by the circumstances of his calling to maim and mangle the English language in his search for words short enough to fit into the newspaper column.

Franklin P. Adams, while conducting the Conning Tower in the *New York Tribune*, expressed his opinion of the headline writer in the following poem:

He "scores," he "slaps," he "hits" and "flays,"
He "lauds," he "seethes," and "flaunts," and "flouts,"
He "probes" and "urges," "balks" and "slays,"
"He "seeks," "locates," "denies" and "scouts,"
He "bolts," he "wars," "declares" and "aids,"
He "passes lie," "indorses pledge,"
Oh, I can stand "appeals" and "raids"—
But spare me from that word "allege."

Mr. Adams' list is by no means complete. There should be added the constant misuse of "claims" for "asserts,"

"bests" for "defeats," "marries" for "weds," and "Xmas" for "Christmas."

Obviously one way to meet the situation is to bar these words from the newspaper. Many offices have made such a rule. Others have said that these words should appear only once a week. The permanent remedy, however, is one that goes deeper than this. It is the diligent perusal of a good book of synonymns with the object of so broadening the vocabulary that the copyreader will no longer be solely dependent upon a half dozen standbys.

The copyreader would never have been driven to this extreme use of a few short words if the newspapers had not started to use narrower columns at the very time when headline type was becoming larger. In the interest of good English it is time to call a halt on anything larger than 24-pt. in a 12 em column. With the headline form as it is at present, it is necessary for the copyreader to have at least from 16 to 18 units in a line in order to express the thought of the story in correct English.

9. Avoid using a verb that might be misunderstood to be an adjective or a noun or vice versa. The headline is ambiguous because "term" might be an adjective: "Term Factories and Houses City's Chief Needs." It should be "Factories and Houses Called City's Chief Needs." Here is another that is ambiguous because "train" at first glance is taken for a noun: "Train to Run Home without Extravagance." The reader wonders if the railroad company is going to reduce the amount of coal, or the number of stops, or what it is going to do. The story turns out to be about home economics students who are learning the art of economical home management. The best way to avoid the double meaning of "train" would be to say: "Training to Run the Home without Extravagance." The article "the" is needed here to make the meaning clear.

10. Avoid ambiguous headlines. Each deck should be complete in itself so that it may be understood without reference to another deck. The headline "Round Robin Hits Semi-final Stage" is not at all clear because the reader does not

understand that "Round Robin" is the name of a golf club. "Girl Charged with Killing Mother of 11" gives rise to various conjectures. The use of slang in headlines makes them ambiguous as in these instances: "Ducking to Cool Flappers Who Wiggle and Kick at Bayside," "Bellhop's Eyes Page 'Hello Girl'; She Has Court Bid Him Ring Off," and "Ingersoll Watch Company Wound Up."

11. Wooden heads. The new copyreader must be cautioned against writing wooden heads, that is, headlines that are mere labels and do not express the significant point in the story. Note the following head, for instance:

GOV. J. M. COX GIVES VIEWS ON EDUCATION

The same headline might have been written over every statement that Governor Cox ever made in public regarding education. It does not tell the distinctive thing about this particular talk. As it happens the address was full of features that might have been played up. One possibility would be:

U. S. SHOULD ASSIST EVERY COLLEGE—COX

Note the vague, indefinite nature of this headline:

DEMONSTRATION OF THE DRAINAGE OF THE SMITH FARM WAS INTERESTING

Business Men of Texarkana and Farmers Adjacent to the City Much Pleased with Tile System

The headline would be much improved if it read:

TILED LAND FIT FOR PLOW 2 DAYS AFTER HEAVY RAIN

The following headlines are excellent in that the copyreader has picked out the significant feature and played it up in the first deck:

BOY FIRES THEATRE TO SEE ENGINES RUN

Audience in East Fourteenth Street House Sits through Blaze without Knowing It.

First Failed to Burn, and He Climbed to Roof, Then into Loft, for Second Attempt.

SHIP'S BAND PHONES LA TOSCA 200 MILES

And French Wireless President Talks across 600 Miles of Sea to Paris.

SHOWS AIR PHONE'S UTILITY

Time Foreseen When Voices of Wives at Home May Trail Husbands Over Ocean.

12. Capitalize all words except articles, conjunctions and prepositions in upper and lower case headlines. Incorrect;

"Psychologists say you can not Believe your Own Ears." Correct: "Psychologists Say You Can Not Believe Your Own Ears."

EXERCISES

1. A study of the foregoing chapter should be followed by a large amount of practice in writing every kind of a headline. It is suggested that teachers obtain from the press associations copies of their complete day or night reports and turn these over to the class for editing. While this material is not well adapted for the teaching of copyreading, since it contains comparatively few errors, it is excellent for practice in headline writing.

2. A golfer at Roanoke, Va., brought down a dove. The ball in its flight broke the bird's wing. Criticize and rewrite the following headline which appeared over the story:

VIRGINIA GOLFER MAKES
GREAT SHOT WEDNESDAY

3. Point out errors in the following headlines and rewrite them using the same count for letters and spaces:

GOVT. EMPLOYE IS
SENTENCED, FRAUD

EXPRESS TRAIN TEARS
REAR FENDER FROM
THIS AUTOMOBILE

UNKNOWN DEAD
SENT TO HOMES

THINK MAN WHO IS NEAR DEATH KILLED BY MOON

Frank Bourham Came to North Side Saloon Worse for Liquor; Cannot Live.

PIER THOUSANDS SEE MAN DROWN AND TWO ESCAPE

CHAPTER V

TYPES OF NEWS AND FEATURE HEADLINES

As a large proportion of the stories in a newspaper consist of speeches, interviews, summaries of reports, accidents, crimes, court news, fires, political stories, and obituaries, a careful study of the best examples of headlines for these stories will prove helpful for the beginner in copyreading. These examples are not listed with any idea of discouraging originality in headline writing. There is as much room for originality in the headline as there is in the story. The illustrations are given simply with the thought of calling attention to general methods. The copyreader will be most likely to be intelligently original when he has mastered the conventional way of doing things.

Speeches.—There are two features that may be played up in the headlines of speech stories—the name of the speaker or what he said. While there is only one way of playing up the former, various methods have been devised for the latter.

1. The name as the feature. When the speaker is of national or international importance or when his name is more significant than what he had to say, then it is advisable to start the first deck with the name. Before using a name in such a conspicuous position in the first deck the copyreader should be certain that the man is well known to all or nearly all of the readers. Following are headlines in which the name is the correct feature:

BRYCE SAYS TREATY SOWS SEEDS OF WAR; PREDICTS OUTBREAK

Finds Danger of Conflict on the Rhine, in Tyrol, the Balkans, and Russia and Turkey.

VERSAILLES NEEDED SUPERMEN

But Some of the Negotiators, He Says, Did Not Seem to Believe the Principles They Professed

HE ATTACKS DEEP SECRECY

In Williams Address He Laments That Victors Bear Resentment Like Vanquished

It is often desirable to quote the exact words of a speaker or of a report:

RESERVE BANK FINDS "CYCLE OF RECOVERY"

Governor Strong Tells Commission Price Drops Are Not Forced by Federal Board

2. Another simple and direct way to write a headline for a speech is to tell what the speaker said and then give his name. The great majority of speech headlines are written this way

since the thing said usually deserves the more important position. Examples are:

NEW PILGRIM SPIRIT WILL LEAD WORLD, DECLARES HARDING

As Tercentenary Guest He Tells His Hope to End Wars By Disarmament Parley.

30,000 APPLAUD HIS ADDRESS

President Insists That No One Questions the Guidance by Free Peoples Today.

REFERS TO "WASTED EFFORT"

"Rock" Belongs to All Peoples, He Says—Leaves Plymouth, Impressed by Pageant.

END HATE, GO TO WORK, M'CORMICK ADVISES EUROPE

Senator Points Out Vast Work Confronting Congress

JAZZ CRAZE SWEEPS MEXICO, VISITING BANDMASTER SAYS

3. The name of the speaker may be suppressed in the first deck if there isn't room for both the name and a statement of what he said. This obviously can be done legitimately only when the name is of minor importance.

WANT AD FREES AMERICAN PRESS, MEDILLIANS TOLD

FORD'S WEEKLY MENACES CITY, COURT IS TOLD

City Lawyers Ask That It be Suppressed Here.

It is also permissible for the first deck to start with a verb, said, declared, asserted, insisted, pointed out, showed explained, on any one of the verbs that may be used instead of said. When a verb is used to start the first deck, the subject must begin the second deck.

SAYS BAD MEN OFTEN WERE ONLY BOASTING

Cowboy Historian Asserts Real Killers, However, Were "Tough Guys."

4. When the thought to be expressed is too long to go into the first bank with the name, then it is permissible for the copyreader to enclose the speaker's statement in quotation

marks and let it stand alone in the first deck. The words need not necessarily be the exact words of the speaker. If they are not, then the quotation mark merely indicates that someone made the statement. It will be observed that single quotation marks are used when there is not enough room for the double:

'RUSSIAN FAMINE DOOMS 5 MILLION'

United States Report Says Typhus Adds To Horror

5. The words "says" or "declares" may be indicated by a dash. Sometimes this device will give the copyreader enough room to use a direct quotation:

FILIPINOS NOT READY TO RULE ISLANDS—WOOD

Some papers have substituted a colon for a dash in a crowded line. It is doubtful, however, if this is a legitimate use of the colon:

DISARMAMENT AUGURS PEACE: NORTHCLIFFE

6. The name may be run in small type under the first deck which features a statement made by a speaker. This device

is not used by the best newspapers since it breaks up a symmetrical make-up. An illustration follows:

G. O. P. WINS ECONOMY FIGHT
—President Harding.

ARMAMENT CAUSES MUST BE REMOVED
—Professor Crane.

Settlement of Pacific and Far East Problems Necessary to Attain Purpose

Probably the most important thing for the copyreader to keep in mind while writing headlines for speeches, interviews or reports is that all statements must be put so as to show clearly that they were made by a speaker, the person interviewed, or made in a report. If this is not done it will appear as if the paper was saying it. The following headline is open to criticism because it is a direct statement of a matter of opinion:

DIVIDING NAVY VIOLATES RULES OF WAR STRATEGY

This headline should be qualified with the name of the authority for the statement, thus:

U. S. NAVY MUST TRAIN AS UNIT, FISKE ASSERTS

In the same way the following headline is defective in that it makes the paper responsible for a statement of opinion:

TERMS OF ENGLAND ARE REPULSIVE TO THE IRISH PEOPLE

This assertion should have been credited to a member of the Dail Eireann.

Accidents, Storm, Wrecks.—In writing the headline for this type of news story it is comparatively easy to crowd the whole feature into the first deck since the result can generally be readily summarized. It is always important to distinguish between the local and the telegraph story. In the telegraph story the headline should always tell where the accident, storm, etc. occurred. If no place is mentioned in the head the reader will infer that it is a local happening.

Following are typical headlines for accident stories:

HOTEL WALL CRASH KILLS GIRL, HURTS 3

Roof of Marlborough-Blenheim Kitchen Collapses at Atlantic City, Crushing Waitress.

SCORE MORE ESCAPE DEATH

Squad of Girls Had Vacated Bench Buried by Masonry—Rescuers Risk Lives.

AUTO PLUNGES INTO BAY; 2 WOMEN SAVED

Mother Was Learning to Drive When Daughter Tugged Her Arm and Car Swerved.

FATAL CRASH IN RICHMOND

Perth Amboy Man's Auto Truck Is Hit by Train and He Is Killed.

ONE KILLED, 29 HURT IN 13 AUTO MISHAPS

Boy Meets Death under Truck That Also Injures Woman and Baby in Her Arms.

BREAKS LEG SAVING GIRL

Fifteen Hurt When Bus Overturns at Rockaway Beach—Child Suffers Fractured Skull.

9 BURNED, 2 MAY DIE IN HOME BREW BLAST

Seven Firemen Trapped after Explosion of Distillate Injures Father and Baby.

TANK OF "HOOCH" ABLAZE

Many Cans and Jugs Confiscated, but Still Is Left To Be Investigated by Chief.

Headlines for stories of storms and wrecks:

COAST VESSEL LOST ON CALIFORNIA REEF; 12 DEAD, 36 MISSING

The Alaska Strikes in a Dense Fog and Goes Down in Twenty Minutes.

LIFEBOATS ARE OVERTURNED

Captain Stays Aboard Ship and Is Among Missing—Brooklyn Man Among the Dead.

TWELVE BODIES RECOVERED

The Anyox Arrives on Scene Within an Hour and Takes the Survivors to Eureka.

SIX IN PLANE SAVED FROM SEA IN STORM

Crime.—In writing headlines for crime stories the copyreader must guard against libelous statements. As we have seen in a previous chapter, a libel in a headline is no more excusable in court than a libel in a story. This is true in spite of the fact that in the short space of a headline it is difficult to qualify statements properly. The copyreader, however, will always be on the safe side if his headline says nothing that is not fully borne out by the story.

How the various features in crime stories may be effectively played up in the headline is shown by the following captions:

SHOT DOWN IN CROWD OF FIFTY; NO ONE SAW IT

Victim Falls Dying on Hotel Veranda, but Merry-making Goes On.

BOOTLEGGERS' WAR BLAMED

Wounded Man, His Brothers, and Companions at Outing Give No Information to Police.

81, ADMITS HE'S A BURGLAR

Pleads Guilty to Trying to Rob a Sleeping Policeman.

HARTFORD BROKERS ACCUSED OF FRAUD

Bankruptcy Referee Recommends the Prosecution of Frisbie & Co. on Embezzlement Charges.

Newspapers are subject to a constant fire of criticism for the publicity they give to crime. Some of the criticism is justified; others is not. It is the duty of the newspaper to give to the community in which it is published a complete picture of itself. To exclude crime news would be to distort the picture. It would deceive people into believing that society is really better than it is.

In holding the daily mirror up to society, however, the newspaper owes it to its community not to play up the criminal as a hero, and to give publicity to punishment as well as to the crime. Here the copyreader has a serious responsibility. By emphasizing the constructive feature—by giving prominence to the policeman instead of to the criminal—the copyreader can be of inestimable service to society.

Human Interest and Feature Heads.—Probably the most successful writer of headlines for human interest and feature stories in American journalism was "Boss" Clarke who was for many years the night city editor of the New York *Sun*. He wrote riming heads for Sam Wood's prose verse, satirical heads for satires and humorous heads for the funny men's articles. A *Sun* reader could gage almost exactly the worth of a story by the quality of the heading. A *Sun* reporter could tell just what Clarke thought of his story by the cleverness of the lines that the night city editor wrote above it.

Frank M. O'Brien in his "Story of the *Sun*" gives the following description of Clarke and his methods:

> Clarke would put the obvious heading on a long, matter-of-fact yarn in two minutes, but he might spend half an hour—if he had it to spare—polishing a head for a short and sparkling piece of work. Two architects who did city work pleaded poverty, but admitted having turned over their property to their wives. Clarke headed the story:
>
> "We're Broke," Says Horgan.—"Sure," Says Slattery, "But Our Wives Are Doing Fine."

Sam Wood, the ship-news reporter of the *Sun*, turned to prose verse whenever the subject was suited to it, as for instance in this story:

While off the Honduranean coast, not far from Ruatan, the famous little fruiter Snyg on dirty weather ran. Her skipper, Wiig, was at the helm, the boatswain hove the lead; the air was thick; you could not see a half-ship's length ahead. The mate said:

"Reefs of Ruatan, I think, are off our bow."

The skipper answered: "You are right; they're inside of us now."

The water filled the engine room and put the fires out, and quickly o'er the weather rail the seas began to spout.

When dawn appeared there also came three blacks from off the isle. They deftly managed their canoe, each wearing but a smile; but, clever as they were, their boat was smashed against the Snyg, and they were promptly hauled aboard by gallant Captain Wiig.

"We had thirteen aboard this ship," the fearful cook remarked. "I think we stand a chance for life, since three coons have embarked. Now let our good retriever, Nig, a life-line take ashore, and all hands of the steamship Snyg may see New York once more."

But Nig refused to leave the ship, and so the fearless crew the life-boat launched, but breakers stove the stout craft through and through. Said Captain Wiig:

"Though foiled by Nig, our jig's not up, I vow; I've still my gig and I don't care a fig—I'll make the beach somehow."

And Mate Charles Christian of the Snyg (who got here yesterday) helped launch the stanch gig of the Syng so the crew could get away. The gig was anchored far inshore; with raft

and trolley-line all hands on the Snyg, including Nig, were hauled safe o'er the brine.

Although the Snyg, of schooner rig, will ply the waves no more, let us hope that Wiig gets another Snyg for the sake of the bards ashore.

Clarke wrote the classic head: "Snygless the Seas Are—Wiig Rides the Waves No More—Back Come Banana Men—Skaal to the Vikings!"

To write feature heads successfully a copyreader must have a high degree of imagination and a wide range of vocabulary. Every device of rhetoric can be put to good use in the heads for feature stories as well as in the stories themselves. The copyreader must adequately reflect the spirit of the story in the headline. The headline must be written with a fine sense as to the connotation of words and the effect desired. Following are headlines that are well expressed:

BREAD ANSWERS NICKEL'S CALL; SANDWICH DEAF

Poole Says Profit on 'Em Is 400 Per Cent.

1 LADY DOCTOR; 1 NIFTY BARBER; 1 WIFE; 1 JUDGE

And Kalamazoo Stage Is All Set for Racy Trial.

GAS, LAMP, BANG, BANDAGES

Mr. Martin Attempts to Aid Mr. Boust in Making Gas Pipe Connection.

When a feature story is written with a climax at the end, the copyreader should write a headline that will arouse the reader's curiosity without satisfying it:

Aim of Was Was Bad, So It Is 'Was Is,' Not 'Was Was'

CITY MULE PROBLEM, LONG SIMPLY AWFUL, NOW IS AWFULLY SIMPLE

Neighborhoods Endowed with Five Senses Need Worry No More Since Barn Question Has Been Settled to Aesthetic Advantage of All—Yes, Read On.

TELL ME, DOES IT PAY TO FLIRT IN ZION CITY? WELL—

Ask Mr. Vogel and Then Draw Your Own Conclusions about It.

HE CERTAINLY KNOWS

THREE-TENTHS OF 1 PER CENT. IS THE REWARD OF HONESTY

Rhyme, alliteration, or puns, barred in news heads, are appropriate in feature heads:

REAL CHAPLIN DIFFERS FROM REEL CHAPLIN

Tribune Man Is Comedy King's Pal for 5 Hours

EVALYN, THAWED BY RENT RECEIPT, IS SMILING AGAIN

DIET TO BE THIN; DIET TO BE FAT; DIET ALL TIME

Experts Say That's Way To Be Cheerful and Gay

POLICE PUT RUM RUNNERS ON THE RUN; MANY FINED

Cutlines.—The term overline is applied to the display title placed over a cut. It may be a crossline or a two- or three-line dropline. Caption is the name used for the explanatory matter placed under a cut.

The overline in most newspapers is a crossline, rarely set flush. Often it is boxed. The rules for writing overlines are more elastic than those for headlines. An overline must be written to fit a certain space, but it need not necessarily have

a verb. Often a mere label makes an ideal overline. For instance, on the morning after the inauguration of President Harding, the *Chicago Tribune* ran a three-column cut of him on the first page. Over the cut was the line "The New Chief Magistrate." Impossible as a headline, because so obviously a label. Nevertheless it was a dignified and appropriate overline. Then there is the "This Is—" type of overline which is always a label. In this class would be a cutline such as "Scene at Traction Wreck" or "First Views of Strike Riot."

The majority of overlines, however, conform quite closely to the rules of headwriting. The overline, especially when there is action in the cut, demands active, vivid, "motion" verbs. The overline should be crisp and fresh; wornout and trite verbs cannot be used.

Some overlines are written in the concise, straightforward manner of a news headline. Others have the imaginative appeal of the feature headline. Following are examples of the news headline type:

Grain Brokers Cast Vote

Vote for League, Says Actress

Music Critic and Author Dead

Since many cuts show extremely unusual views, a conservative overline is obviously out of place. Then it is necessary for the copyreader to write an overline that will appeal to the imagination of the reader:

Lay On, Macduff, and Damn'd Be Him That First Cries, "Hold, Enough."

(Over cut of Judge K. M. Landis, Senator N. D. Dial and Rep. B. F. Welty)

The Law Is Trumps

(Over cut of raid on gambling resorts)

Business Not As Usual

(Over cut showing riot by men out of work)

The Juggler of Millions

We Have Beer in the Pulpit

(Over cut which accompanies story about a minister's sermon on drink evil)

Look at That Right!

(Over cut of Georges Carpentier)

An effective type of feature overline of only one or two words is used by the *Chicago Tribune:*

Innocent

Seeks Divorce

Floor Leader

Speedy Pilot

Touchdown

The same idea is sometimes carried out by the *Tribune* in double-column cuts:

Ku Klux Klannishness

(Over a cut of a Klan ceremony)

Often the story is run near the cut. Then the copyreader must see that there is no duplication of words or ideas in overline and headline for the story. Sometimes a double- or triple-column headline will cover both a story and cut. Then no overline is necessary and a line underneath the cut gives the name.

The overline should never exaggerate or misrepresent. It should hold out no promise that is not fulfilled in the cut. It should never suggest facts that have not been caught by the camera. If it does the reader is disappointed and the result is loss of confidence in the paper.

Practice varies with respect to the underline[1] below the cut. Sometimes it is just a short, compact paragraph of explanation. At other times it may exceed a hundred words of explanation. If the cut does not accompany the story the underline obviously tends to be longer. When the underline is brief it is much like the second deck of a headline and the copyreader must then endeavor to avoid repetition of words and ideas that have been used in the overline.

[1] Incorrectly called "caption" in some offices. Caption, according to Webster, is "the heading of a chapter, section, page, or article."

CHAPTER VI

THE ETHICS OF THE HEADLINE

In Chapter II it was pointed out that every headline has two functions: It should advertise the news and summarize the news. The reader who is attracted by the advertisement will read all or part of the story. If he is not interested he will nevertheless have the main facts from the headline bulletin.

Many people are content with the summary they get from headlines.[1] It is intended that they should be. But the fact that they are and the fact that the majority of people do not read more than the headlines of most of the stories, throws a tremendous responsibility on the copyreader. It makes the headline more important than the story. The old saying "Syllables govern the world" is more true of the headline than of anything else. For the copyreader the sentiment, "Let me write the songs of a nation and I care not who makes the laws" might be paraphrased, "Let me write the headlines and I care not who may write the dispatches."

Hence, the imperative necessity that the headline should be not only literally true to the facts of the story but that it should also comprehensively reflect its spirit. It should not say nor imply more than the story does. If it does it is taking an unfair advantage of the reader who assumes that it is not necessary for him to read the story.

Unfair headlines, of course, are most likely to be found over so-called "policy" stories, that is, stories of a controversial nature such as political stories or news about industrial situations.

When the Insurgent Republicans in the House of Representatives forced Speaker Cannon from the Committee on

[1] Figures quoted on page 58 of Walter Lippmann's "Public Opinion" show that between 70 and 75 per cent of the people who replied to a questionnaire said they spent a quarter of an hour daily reading the papers.

Rules but did not pass the resolution for his resignation, the San Francisco *Bulletin*, Insurgent in opinion, announced in its news headlines: "Corrupt Wealth Loses Control of the House of Representatives—Cannon Is at Last Repudiated—Great Demonstration Follows the Victory."

The Los Angeles *Times*, a standpat paper, declared in its headlines: "Speaker Cannon Triumphant in Defeat—Insurgents Lose Nerve in Heat of Battle—Mercenary Republicans Dare Not Support an Attempt to Dislodge Uncle Joe."

Neither headline is confined to the facts of the story. Both have an extreme editorial twist. In one headline Cannon is denounced as the representative of "corrupt wealth" while in the other he is pictured as "triumphant in defeat." In both cases the copyreaders injected into the headline comment and opinion that should have been confined to the editorial page.

It is sometimes said about this or that paper that it is "all right unless it is trying to elect somebody." The person making such a remark generally has in mind the practice of some newspapers to attempt to minimize the strength of a candidate for office by "playing down" his probable number of votes, by giving the impression that his meetings are poorly attended, and by deliberately exaggerating the strength of the opposition. Here are two headlines over stories about the same political meeting:

5,000 CHEER SHANK IN THREE MEETINGS

Mayoralty Candidate Predicts Easy Victory over Opposition

SHANK MEETINGS FAIL TO SHOW FORMER "PEP"

Ranks of Booster Squad Not So Well Filled.

CASE OF 'NERVES' APPARENT

Innumerable examples of headlines distorted for political purposes could be cited. In view of the fact, which is now pretty well recognized, that newspaper support alone cannot win an election, one may well ask why newspapers should stoop to this unfair device. Elections are won through political organization, not through newspapers. Newspapers are only one of the several means of forming public opinion.

Hylan won the mayorality election over Curran in New York in 1921 although Curran had the support of all the leading New York papers with the exception of the *American* and *Journal.* Thompson won in Chicago in 1919 in spite of the opposition of the *Tribune* and *Daily News,* the two most influential papers. These candidates won because the political machine was well-oiled. The fact that newspapers opposed to them printed unfair headlines undoubtedly hurt the newspapers more than the candidates. Granted that a few people were influenced to vote against a candidate as a result of impressions formed from headlines, nevertheless the number would be small compared to the number which would be influenced to vote for him as a result of the paid advertising for the candidate. Headlines, no matter how colored, cannot compete in influence with skilfully written advertisements. The reading public, already distrustful of newspaper accuracy, sees in the colored headline only one more evidence that "you can't believe anything you see in the papers."

Sometimes a single word will be sufficient to color a head or make it "damn with faint praise." Note the effect of the following: "Harris Slips In by Bare Majority" as compared with a fair head such as "Harris Elected: Majority Is 30 Votes." Or note the difference in the effect on the mind of the reader between "Senate Slams Farm Bill Veto Back to Wilson" and "Senate Sets Aside, 53 to 5, Wilson's War Finance Veto." One cannot help but feel that the copyreader went out of his way in the first headline to express his approval of the senate's action. The word "blows" has the effect of an editorial here: "Wisconsin Blows $760,000 a Year on State Militia."

When the Interstate Commerce commission denied a petition of Ford's railway for reduction of freight rates, a Chicago newspaper headed the story: "Ford Flivvers in Attempt to Lop Freight Rates." A paper which opposes college fraternities headed a story about an initiation: "Favored Ones Join Nobility."

Note the editorial twist in the following: "Indiana Builds Roads; Illinois Waits for Bids," or "May Add Lumber Tariff Burden to Home Hunter."

The copyreader should hesitate before writing a sarcastic or ironical headline. Often it is justified but sometimes it is a case of lampooning somebody merely to make a clever head. An illustration in point is the way many papers handled the story about John D. Rockefeller giving a five-year-old girl two new dimes in appreciation of a song she sang on a ferry boat while crossing the Hudson. Nearly every desk man who handled the story played up "20 cents" in big display type at the top of the article. That Mr. Rockefeller gave the child only 20 cents instead of $20 or $2,000 seemed so important that nothing but a two-deck head would suffice. The fact that he has given hundreds of millions of dollars to educational, hospital, and other public purposes was forgotten. The New York *World* gave the story a spread head, but it contained no sarcasm, no reflection upon Mr. Rockefeller: "J. D. Is Charmed by Child's Singing—Sends Two Bright Dimes to Virginia Denike, Who at Five Is Both Singer and Dancer."

Great care should be taken in writing a headline for a story about the arrest of a person suspected of a crime. The American Bar Association has pointed out the danger in the tendency of newspapers to assume that a person is guilty when he has been arrested charged with a crime which has strongly aroused public sentiment. Usually it is the headline that is the chief offender and "trial by newspapers" often means trial by headlines.

Some newspapers not infrequently show a decided bias in the handling of stories involving industrial relations such as demands for higher wages, strikes, boycotts, etc. Very often

this prejudice is apt to show itself in colored headlines. Note the following from a Chicago paper for December 1, 1921:

U. S. BOARD CUTS 50,000,000 RAIL WASTE

"OPEN SHOP" FOR SHOP WORKERS IS RECOGNIZED

NEW WORKING RULES EFFECTIVE TODAY

A decision promulgating 148 new working rules to govern the six federated railroad shop crafts and supplanting the national agreement entered into by the employees with the United States railroad administration on Sept. 20, 1919, will be handed down by the United States Labor board this morning.

This decision, transcending in basic importance the $400,000,000 wage cut of July 1 last, recognizes the "open shop" principle as applied to the railroads and will mean an annual payroll saving to them of approximately $50,000,000. It will form the ground work on which the adjudication of all future wage disputes between the roads and their employees will be based.

In this headline "waste" is used as a synonym for closed shop. The use of the word in such a sense is purely editorial comment. Undoubtedly it is a thousand times more effective than an editorial. Readers of this paper, after being fed on colored heads day after day, would quite naturally begin to view strikes as unlawful and the closed shop as "waste."

With the exception of the *Press* and the *Dispatch*, all of the seven Pittsburgh newspapers frequently colored their headlines and leads during the steel strike of 1919, according to the report of the Commission of Inquiry of the Interchurch World Movement. "It is inconceivable that the public which relied on the Pittsburgh newspapers could . . . have understood either the causes of the steel strike or the significance of its incidents," says the commission.[1] "The effect of the news treatment of the strike was to create the overwhelming impression and prejudice that the strike came about through the pursuit of unreasonable demands, inspired by revolutionary motives. The real issues of the strike were not printed. Extensive space was given to the 'redbook' of Foster which was in no sense an issue or a factor in the organization of the strike."

Regarding headlines in Pittsburgh newspapers the commission says:

> Without a single exception worthy of note, the statements, demands, grievances and testimony from the side of the strikers were printed under headlines or in context tending to give the impression that what the striking steel workers sought was something unwarranted and that their grievances were unfounded.
>
> One method of treating news when the events happened to be undeniably favorable to the strikers' side was exemplified by the *Leader* on Sunday, October 12. On October 11 the United States Senate Committee investigating the strike at the hearing in Pittsburgh had heard as witnesses representative strikers, union organizers, and members of the community. On Sunday the *Leader* printed a long account of the previous day's proceedings. The testimony of some of the witnesses was summarized and some of it quoted, but the "lead" of the article, which occupied all the front-page space and was carried under an emphatic black headline, was devoted to Senator McKellar's condemnation of the men who called the strike. The day's proceedings actually amounted to an arraignment before members of the Senate of the United States, not only of conditions in the steel industry, but of conditions in Allegheny County on account of the not impartial activity of officers of the

[1] "Public Opinion and the Steel Strike," p. 14.

law. The *Leader's* "report" appeared under a three-line display head, reading: "McKELLAR SCORES CHIEFS FOR NOT DELAYING STRIKE."

The *Gazette-Times'* treatment of the proceedings of the Senate Committee on October 11, when chiefly strikers' witnesses were heard, was conspicuously biased against the strikers.

Although many witnesses testified concerning the industry's long hours, the arbitrary treatment, the tactics of police and officials, the desire of foreign workmen to become Americanized and of their difficulty in learning English after a twelve-hour workday, only a short portion of the *Gazette-Times'* article toward the end was concerned with this testimony, while the headline and "lead" of the article made no reference to this significant phase of the day's hearing.

The following is the headline and "lead" of the *Gazette-Times'* article on the steel strikers' October 11 testimony without mention of the grievances cited:

> STEEL STRIKE PREVENTABLE, SENATORS HEAR
>
> Walkout in Opposition to President's Wish, Witnesses in Local Probe Say.
>
> ORGANIZER GRILLED
>
> Statements of Strike Leaders Are Occasionally Resented by Investigators.
>
> SESSION FOR TODAY[1]

The commission concedes the fact that treatment of the news of the strike by the Pittsburgh papers was influenced by "war psychology" and that for this reason "loyalty" was accepted as the issue. It is pointed out that the colored news of the strike not only undermined the confidence of workingmen in the press but that it accentuated class divisions and retarded Americanization in the very districts where it is needed most.

Many headlines published in labor and socialist papers during the steel strike were open to the same objections that

[1] "Public Opinion and the Steel Strike," p. 113–115.

the commission raised against the news in the Pittsburgh newspapers. On September 22, 1919, the Milwaukee *Leader* ran a six-column banner "Strike 90 Per Cent Effective." The banner was not enclosed in quotation marks and the reader would naturally infer that it was a statement of fact. The lead of the story explained that William Z. Foster said the strike was 90 per cent effective.

On September 17, 1919, the *Leader* ran a story on page 9 under the heading "Unrest of World Means Old Order in Death Throes,"—a clear case of editorial comment in the headline.

Highly dangerous is the colored headline when it is allowed to intrude into the field of international relations. When Japan, Great Britain, the United States, and France signed the treaty which terminated the Anglo-Japanese Alliance, the Chicago *Herald-Examiner* announced in a seven-column banner:

U. S. DRAWN INTO ALLIANCE

FOUR POWERS PLAN 10-YEAR WAR HOLIDAY

Lodge Calls Pacific Treaty Great Experiment for America

The word "drawn" in this headline is admirably adapted to make the reader think what the Hearst organization thinks, namely that the treaty is undesirable. The word used in this way possesses the magic of connotation and recalls to the reader's mind visions of entangling alliances and the abrogation of our traditional policy of isolation. Contrast it in this respect with the following: The *Chicago Tribune,* "Big 4

Accept Pacific Treaty;" *The New York Times,* "Four-power Pacific Treaty Acclaimed by Conference; Limited to 10 Years; Provides against Outside Menance; Lodge Presents It; Senate Ratification Seems Sure;" The *New York Evening Post,* "Fourpower Entente to Replace Anglo-Japanese Alliance."

Why do newspapers color news and headlines? Is it done intentionally or is it sometimes unconscious coloring? Can the story of a strike be presented in an entirely disinterested manner without color of some kind? If coloring of news and headlines is done involuntarily, how can newspapers correct the evil and how can society protect itself? These are questions that immediately arise in any discussion of colored news.

The usual explanation for coloring of news is that it is done at the behest of the advertiser. Every newspaper man, however, knows that only in isolated cases does the advertiser exert any control over the news columns. It is only the newspaper threatened with insolvency that bows to the wishes of the advertiser. The majority of newspapers realize that their chief duty is to the reader. In most newspaper offices, any advertiser who would suggest how a story should be handled would be shown the door. Other critics insist that news is perverted at the request of the owner of the paper who may be a stockholder or beneficiary of a corporation. This is also rare. Nearly all papers strive for accuracy. Direct orders from owners on policy stories are very infrequent. The reasons for news coloring are not so obvious and tangible as many critics of the press would have the world believe. The reasons cannot readily be analyzed but for the most part they can be found in the mental outlook, the friendships, ambitions, fears, customs, and beliefs of owners, editors, and reporters.

How the legitimate ambitions for promotion of deskmen and reporters may cause them unconsciously to color news is brought out in an editorial which recently appeared in the La Crosse (Wis.) *Tribune.* The editorial read in part:

> A wealthy newspaper publisher owns Standard Oil and railroad stocks, or steel, or is interested in Mexican concessions. He is human, and humanly selfish. Inevitably and quite unconsciously, his attitude is influenced. His attitude is translated into his newspaper policy.
>
> A boy gets a job as reporter on this newspaper. He is loyal. He reads the editorials. The publisher is a fine fellow, and nods pleasantly to the reporter. The managing editor commends his work. He is advanced. He writes special stuff for other newspapers, to add to his income. Perhaps he becomes a staff writer for one of the press associations. Unconsciously and honestly his stories are colored by the impressions and sympathies and personal contacts resulting from his affiliation with the interested publisher. One cannot put a finger on it but his personal reactions to life are there between the lines of the written story.

Everyone on the staff, from the editor-in-chief down to the reporter, is likely to be similarly influenced in his point of view by what he has come to believe are the opinions of the owner. On the other hand, the owner as well as his employes, are under the influence of the herd instinct. The newspaper, as at present constituted, is essentially a herd institution. And the herd in the United States is held together by a definiteness of faith unequalled except in a supposedly infallible church. A long list of taboos—sexual, economic and social—are dogmas of the American faith.[1] The news concerning Soviet Russia, the Non-partisan League, the Progressive Movement in Wisconsin, and the news concerning most strikes is colored, not through corruption of the press, but because of

[1] Crawford, N. A., "The American Newspaper and the People," *The Nation*, Sept. 13, 1922, p. 249.

the feeling of the employees of newspapers that the herd tradition is against these movements. Hence it is that there is a curious unanimity of opinion expressed by editorial writers and once you know the party and social affiliations of a newspaper you can predict with considerable certainty the perspective in which the news will be displayed.

Other factors which play their part in the coloring of news are ignorance, fear of giving all the facts to the people, the wish to keep up the good reputation of the city in which the newspaper is published, propaganda, and gross ignorance of even the simplest laws of evidence.

At the first annual convention of the American Society of Newspaper Editors, Marc A. Rose, managing editor of the Buffalo *News*, declared that a certain amount of partiality in news presentation is often justified by the circumstances. Mr. Rose said:

> I think a perfectly valid criticism is that newspapers are developing a bad practice of being partial in their presentation of news. Now, I think we have some right to do a certain amount of that. The place were to draw the line is the great thing. I think we have this right, that when there is, we will say, a hearing in Albany upon a piece of legislation in which we are interested, and we are interested in it for the highest motives, because we believe that the law, if enacted, will be for the public good, and at this hearing both sides are heard, I do think it is within our rights to give the greater display, the greater prominence and the greater space to the speakers who present what we believe to be the true view of the case.
>
> But I do not think we have the right utterly to suppress, and we certainly have not the right to distort in the slightest, the argument which is presented by the other side. And that accusation is made, and I think in some cases with justice, that newspapers are doing that thing.

The situation outlined by Mr. Rose presents another phase of the ethics of the headline, that is, the policy head over the policy story. Here it would seem the copyreader is helpless. The headline he writes must be a faithful digest of the story. Since the story plays up one side, the headline cannot avoid doing so. The responsibility then is up to the publisher.

Undoubtedly there are occasions when a policy story is justifiable. But, as Mr. Rose says, the difficulty lies in deciding where to draw the line. The problem is analogous to many of the complex questions in medical and legal ethics where, on some occasions, a certain procedure may be for the good of all concerned. In the last analysis a high standard of ethics for every individual in the profession would seem to be the only safeguard for the public.

The wise publisher will not ignore evidences of distrust of the press. He knows that since the days of Joseph Pulitzer there has been a growing demand that newspapers present both sides of controversies. He knows that unless newspaper reform comes from the inside, it will come from without, and then it would be sure to be drastic. The recent efforts in Oklahoma to pass a bill to license newspapermen is a case in point.

"The food of opinion," as President Wilson has well said, "is the news of the day." The daily newspaper, for the majority of Americans, is the sole purveyor of this food for thought. How highly important it is, then, that the news of the day, in story and headline, be presented accurately and fairly. The world needs knowledge. Most of the matters that men differ about and squabble over, they fight about because they lack the information on which to base an opinion on which all sound minds would agree. On matters as to which the information is sufficient, good minds do agree. It surely is the duty of a newspaper to prevent misunderstanding among the classes instead of fostering it. The coloring or adulteration of news—the food of opinion—is as dangerous to the body politic as similar manipulation of food-stuffs was to the physical bodies of our people before such practices were forbidden by law.

The jury of newspaper readers must have "the truth, the whole truth, and nothing but the truth" if it is to give an intelligent verdict.

Many thoughtful newspapermen see cause for grave concern in the unwillingness of the public to read much more than the headlines. It has been said that this habit results in slipshod thinking and gross ignorance of the fundamentals of

local and national political and economic problems. Among the editors who have expressed their views on this subject is Col. Norris G. Osborn, editor of the New Haven *Journal-Courier,* who said in a recent speech before Connecticut editors: "We are doing all we can by ingenious methods to destroy our property. We are teaching the public to rely on headlines and to take the news from the headlines rather than from the body of the article itself. I maintain that we don't feed them the kind of food that is nourishing. There should be a beginning of a return to the old-fashioned way of presenting the news like the days of the *Sun* under Dana."

Other newspapermen and many students of sociology and political science have voiced the opinion that the modern idea of headline writing discourages sound thought and accurate and extensive information. Indeed, some have gone so far as to suggest a return to the old-fashioned label headline which did not attempt to tell the story but merely classified the news and thus made it necessary for the reader to peruse the entire article himself in order to get the thought. It is doubtful, however, if the American public could ever be induced to spend so much time in the careful reading of newspapers. Certainly it would take years to accomplish the change. Just now the tendency—as illustrated by the tabloid press—seems to be to encourage the public to spend as little time as possible in the reading of constructive news.

CHAPTER VII

PROOFREADING

After copy has been set up on the linotype or intertype, the slugs are placed on a metal tray called "galley." The galley is inked and a first or galley proof is "pulled" on a proofpress. This galley proof must be read with care to find errors made by the compositor. The proofreader is on the lookout for grammatical errors; misspelled words; wrong divisions of words; transposed letters, words or lines; incorrect punctuation and styling; wrong font; faulty alignment of lines or type; imperfectly cast slugs; uneven spacing between lines or words, and missing ad and credit lines.

When type is set by hand there are other errors to look for in addition to those just enumerated. Among these are broken or imperfect type, upside-down characters, and letters or words in the wrong face.

On larger newspapers the proofreaders are considered part of the mechanical force. They do their work in a sound-proof room adjoining the composing room. Each proofreader is assisted by a copyholder who reads in a monotone everything in the copy including punctuation, capitalization, and paragraphing. In large offices every headline, as well as advertisements, is read back to insure accuracy. In smaller offices editors and reporters read proof and compare it with the copy only when in doubt. The practice of reading proof with the assistance of a copyholder, however, is growing among the smaller papers. It is highly desirable because it insures greater accuracy.

It is important to note the distinction between the duties of the copyreader and the duties of the proofreader. The copyreader is a critic of the story as a piece of narrative or description. His object is to clarify, condense and improve the story. He changes words, sentences, and paragraphs.

When the proofreader takes the story, however, all this work has been done and his duty is merely to check up on errors made by the printer in putting the story into type. He should not change any of the work of the copyreader unless the error is a serious one. The proofreader as well as the printer should follow copy. If he thinks a statement is wrong he should consult the editor before marking a change. Corrections made in the proof that should have been made in the copy increase the expense of producing the newspaper, cause delay in going to press, and create friction between the composing room and the editorial department. The editorial staff should never fall into the habit of reading copy on proof.

A keen eye, quickness in detecting errors, and a natural capacity to take infinite pains are the qualifications that make a good proofreader. While quickness is desirable, care and accuracy are desired more than speed. The proofreader should remember that he is the last person that has an opportunity to correct an error. A mistake by him may result in irreparable damage.

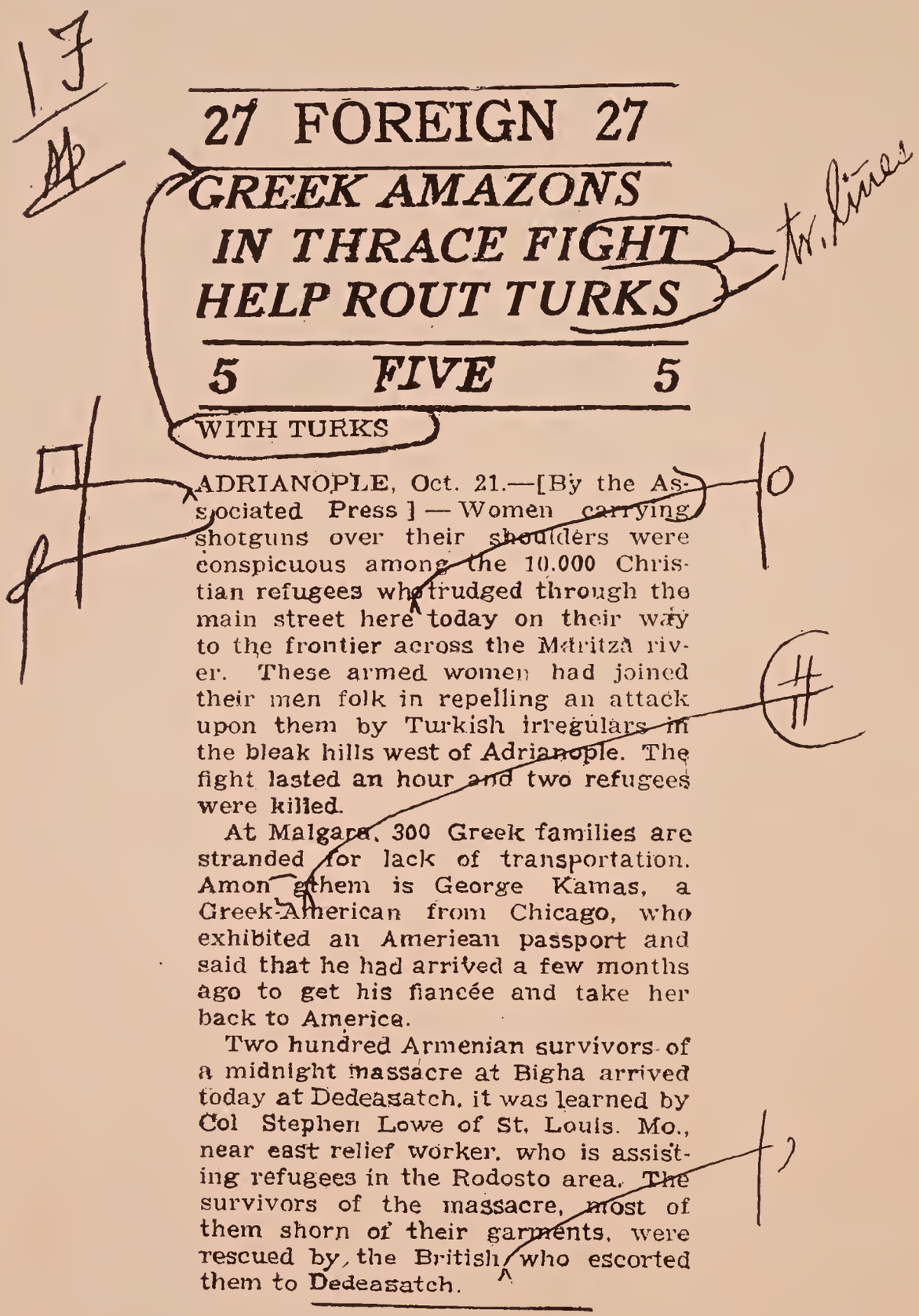
The best way to read proof is to take a piece of cardboard and cover up all lines below the one which is being read. This aids the eye in focusing and practically forces one to read every word in every line.

PROOFREADER'S MARKS

The same proofreading marks are used in virtually all newspaper offices:

Cap or ≡	capitalize
l.c	lower case (small letter)
∂	delete; omit
↺	letter up side down; turn it over
¶ or □	make a new paragraph
no ¶ or no □	no paragraph
×	imperfect letter
⁄	insert a hyphen
"/	insert quotation marks
,/	insert a comma
⊙	insert a period
^	insert at the place indicated
stet	let it stand, that is, restore the words crossed out
#	put a space between
⌢	smaller space
⊂	close up; no space needed
ψ	push down space or slug that shows
wf	wrong font
tr	transpose
⊏	carry to the left
⊐	carry to the right
⊔	lower
⊓	elevate
lead	lead between the lines
∨ lead	take out lead
run in	make one paragraph out of matter indicated
center	place words in center of line

How proof is read is shown by the following specimen:



27 FOREIGN 27

GREEK AMAZONS IN THRACE FIGHT HELP ROUT TURKS

5 FIVE 5

WITH TURKS

ADRIANOPLE, Oct. 21.—[By the Associated Press.]—Women carrying shotguns over their shoulders were conspicuous among the 10,000 Christian refugees who trudged through the main street here today on their way to the frontier across the Maritza river. These armed women had joined their men folk in repelling an attack upon them by Turkish irregulars in the bleak hills west of Adrianople. The fight lasted an hour and two refugees were killed.

At Malgara, 300 Greek families are stranded for lack of transportation. Among them is George Kamas, a Greek-American from Chicago, who exhibited an American passport and said that he had arrived a few months ago to get his fiancée and take her back to America.

Two hundred Armenian survivors of a midnight massacre at Bigha arrived today at Dedeasatch, it was learned by Col Stephen Lowe of St. Louis, Mo., near east relief worker, who is assisting refugees in the Rodosto area. The survivors of the massacre, most of them shorn of their garments, were rescued by the British who escorted them to Dedeasatch.

SUGGESTIONS ON PROOFREADING

1. Corrections should be made on the blank margin opposite the lines in which the errors are found. The corrections should be made in the same order in which the errors occur in the line. The errors to the left of the center of the line should be indicated on the left margin of the proofsheet and the errors in the right half of the line should be corrected on the right-hand margin. A line should be drawn from the error to the correction in the margin. This practice is not followed in book proof but it is the rule in newspaper proof.

2. When there are several errors in one word it is better to rewrite the whole word correctly than to indicate each change separately.

3. When the compositor has left out several lines or made other errors which would make it necessary for the proofreader to write out instructions at length, it is generally better to send the copy, with omission clearly indicated, back with the proof and to write in the margin of the proofsheet "see copy."

4. If some entirely new matter is to be added it should be pasted on the proofsheet and a line drawn to the point in the reading matter where the addition is to be inserted.

5. Don't make unnecessary changes. Try to make as few changes as possible. Every correction means a loss of time and the resetting of at least one line.

6. When one or more words have been omitted, the proofreader should try to cut out other words of about the same length and not absolutely necessary in the same line, in the preceding line, or in the following line, so that not more than one or two lines will have to be reset to make room for added words. Likewise when one or more words must be taken out, others should be inserted in the same line or adjoining lines to fill up the space.

7. As in the editing of copy, so in the correcting of proof, the changes should be made neatly. Confused correction of proof, like careless editing of copy, causes loss of time and increases the probability of error.

8. Anything you don't understand may be wrong. If you are unable to get the meaning you may be quite sure that the reader will also be puzzled. Query the head of the desk and have it corrected.

9. The proofreader as well as the compositor should follow copy unless he is sure the copy is wrong. If he is in doubt he should refer the matter to the head of the desk.

10. In many offices it is the rule that o.k.'d proofs should not be sent to the composing room without the final o.k. of the head of the desk.

ERRORS WHICH MAY ESCAPE NOTICE

1. The omission of a letter or syllable or the substitution of one letter for another which does not greatly change the outline of a word as Novmber for November, expediton for expedition, etc.

2. The insertion of a word which is not in the copy and which does not materially alter the sense. This is especially true of articles and conjunctions.

3. The repetition of a syllable or word which ends one line, at the beginning of the next.

4. The substitution of one word for another which differs from it slightly in spelling and which sometimes makes sense, as should for would, morale for morals, finance for fiancée.

After the type has been corrected in accordance with the instructions on the first proof, a second or revise proof is usually taken. This is compared with the first proof in order to see if all corrections were made. Since every correction makes it necessary to reset an entire line, the proofreader should go over the whole line that contained an error to see if the compositor made a fresh error in correcting the original mistake. While the proofreader generally has an opportunity to read a revised proof, he should make all corrections possible on the first proof. Every additional revise proof that has to be pulled adds ten minutes to the make-up time.

CHAPTER VIII

TYPE[1]

The newspaper worker who is striving for constant improvement in the typographical appearance of his paper must have a working knowledge of type families, type sizes, and type harmonies. He cannot hope to carry in his mind all there is to know about type; the subject is too intricate for that. Nor is it necessary that he do so. There are hundreds of type families many of which are used only rarely and some are entirely unsuited for newspaper work. But the fundamental principles of type every copyreader and editor should know.

There are seven primary groups of letters from which all type families are derived. These are: Roman, Script, Text or Blackletter, and Block or Gothic. The newspaper man is interested only in Old Style Roman, Modern Roman, and Gothic. From the Roman, which typefounders based on the writings of the monkish scribes of the middle ages who in turn had taken it from the letters used by the Romans in their inscriptions on public buildings, were derived such great type families as the Cheltenham, Century, Caslon, Bodoni, Scotch-Roman, Latin-Antique and Goudy.

All the variations which are found within one family constitute the "series" of that family. Thus we speak of the Cheltenham family with its series of

Regular or normal
Italic
Condensed
Extra-condensed
Expanded
Extra-expanded
Caps
Lower case
Small capitals
Light face
Bold
Bold italic
Bold extended
Bold condensed
Bold extra condensed[2]

[1] For definitions of typographical terms in common use see Appendix A.

[2] These are the typical series found in most Roman families. Cheltenham, in addition, has the following series: Shaded, outline, inline, wide (not to be confused with expanded), old style, and old style italic.

Not every Roman family has a complete series. The Cheltenham is probably the most complete with Caslon coming next and Bodoni following. A more harmonious appearance of printed matter, be it in books, magazines, newspapers, posters, or advertisements, is always obtained if only one family is used. If the particular family in use does not run in a complete series, then only a closely related family should be chosen for the purpose of supplementing the dominant letter.

Measurement of Type.—Type is measured according to a scheme adopted by the type founders in 1886 known as the point system. A point is approximately $\frac{1}{72}$ of an inch. Hence type is known as 6-point, 8-point, 36-point, etc. depending upon the height of the body.

This line is set in 6-point

This line is set in 24-point

Some sizes of type are often referred to by the names which were in use before the point system was adopted. For instance, 6-point is also called *nonpareil:* 7-point is *minion;* 8-point is *brevier;* and 12-point is *pica.*

Special gauges are manufactured for measuring type. If no gauge is at hand, type can be measured by counting the number of lines of type in one inch and dividing 72 by this number. The result will be the point size of the lines.

This method will work out if the type is set solid, that is, with no spacing between the lines. Type, however, is not usually set solid but is "leaded" if set by hand, or, if set by a machine, the slug may be one or more points larger than the face. One can determine if type is set solid by observing if the bottom of a "p" or "q" touches the top of an "a," "b," "d," or "l" in the line below. When type is not set solid, the result obtained by dividing 72 by the number of lines in an inch will be the size of the body. The size of the face can be estimated if the number of points leading is known or can be judged. Thus, if there are 6 lines of type to an inch, divide 72 by 6, and the answer, 12, indicates that the type is 12-point.

Often it is necessary to know how many words it will take exactly to fill a certain space. The method of finding out is simple. Suppose we have two column-inches to fill with 12-point type. There are about four words to an average line of 12-point set in the 13-em width of a newspaper column. Seventy-two divided by 12 tells us that there will be 6 lines to the inch or a total of 12 lines for the 2 inches. Twelve lines multiplied by four words to the line would show a total of 48 words for the space. If the matter is to be leaded it is, of course, necessary to figure on the basis of the slug and not of the type face.

It may be useful in this connection to remember that most typewriters are equipped with pica type, and that two lines of typewriter type will approximately equal one column-inch of 12-point newspaper type, if the typewriter is set at 70 spaces and parts of lines are counted as lines. It will take about three lines of typewritten copy to make one column-inch of 10-point; four lines to make an inch of 8-point; and six to make an inch of 6-point.

Type used for general reading matter is known as body type. It is usually of a plain, light face, and of the smaller sizes, ranging from 6 points to 18 points. The difference in sizes is usually in two points or multiples of two points except where such sizes as 7-point, 9-point and 11-point have been adopted by some newspapers and magazines.

Certain sizes of type are in more general use than others. Five and one-half point type, incorrectly but generally known as *agate,* is the unit of advertising space. Virtually all metropolitan daily papers sell their space on the basis of an agate line. They charge 14 lines to the inch no matter what type the copy is set in. Weekly papers and the small dailies sell their space on the basis of a column-inch.

Six-point is used as body type by some metropolitan papers and for classified advertisements by smaller papers. Seven-point or minion is the most common size for body type among large dailies while 8-point is the conventional size for country weeklies and the smaller dailies. The 9- and 11-point sizes are much used in book work. When a newspaper wishes to

emphasize the first few paragraphs of an important story it may set them in bold face or in a large size of type. If the body type is 7-point the paragraphs to be emphasized would be set in 9- or 10-point because the eye is not pleased by a difference of only one point.

The sizes usually found in type from 14-point upward are 18-, 24-, 30-, 36-, 42-, 48-, 56-, 60- and 72-point. The body of 72-point type is one inch high.

While the point is the basis for measuring the height of type, the "em" is the unit for measuring the width of lines. An em is merely the square of the body of the size referred to. An 8-point em quad is eight points wide and eight points high. The pica em is the standard unit of measurement. Newspaper columns vary from ½ to 12½ and 13 pica ems in width. The em is also the basis of compensation for compositors and machine operators where type is set on a piecework scale.

The relation between points, ems and inches is shown by the following table:

6 points	= 1 nonpareil
2 nonpareils	= 1 pica
6 picas	= 1 inch
72 points	= 1 inch
12 nonpareils	= 1 inch

Leads, Slugs and Rules.—Leads and slugs are strips of type metal, less than type high, from one to 18 points in thickness. Those from one to four points in thickness, inclusive, are called leads, and those from five upward are called slugs. They are cut into all desired "labor-saving" lengths in multiples of picas.

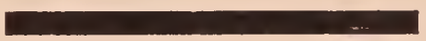
Leads are used to give white space between lines. Two-point leads are the size most frequently used. Slugs are used for filling out wide blank spaces at the tops and bottoms of columns, around borders, panels, boxes, etc. The nonpareil and pica thicknesses are used most frequently. It should be noted that the term "slug" is also used to designate the line cast by a composing machine such as the Linotype, Intertype or Ludlow.

The leading of type requires good judgment. Some composition is improved by leading while others is not. Whether leads should be used depends upon the length of the line, the style of type, and the purpose of the printed matter. Undoubtedly where the measure of type is long, the placing of leads between the lines enables the eye to follow the text more easily. Many printers, however, are entirely too partial to leading. More will be said about this in the chapter on "Make-up." Types are cut by expert designers to be legible when set solid. If it is necessary to lead type it is often an indication that some other family should be used which would be legible without leading.

Strips of brass or type metal, type high, are used for printing straight lines, wavy lines and borders. Following are specimens of plain rules:

Hair line

2-point

6-point 

Composing Machines.—While the term type formerly meant unit-cast characters only, today, with the development of composing machines, it is necessary to classify type into: (1) Foundry-cast type; (2) line-cast type; (3) monotype; and (4) wood type.

All type used to be set by hand, but of the total of some 16,000 newspapers in the United States today there are probably not more than a few hundred weeklies that still employ the old method of hand composition for the entire paper. Hand-set type, however, is still used to a considerable extent to supplement the machine-set body matter, that is, many newspapers still use hand-set type for headlines and display advertisements. The number of papers that do this is constantly decreasing.

Wood type is used chiefly in job work of the circus poster size. A few papers used wood type for the biggest streamers. Wood type, however, cannot be used when the form is stereotyped. Hence large papers use metal type exclusively.

Newspapers use either Linotype or Intertype machines for composition. Both of these machines set one solid piece of metal as wide as the width of a newspaper column. The Linotype and Intertype, along with improved presses and stereotyping methods, are responsible for the speeding up of newspaper production. Whereas a hand compositor could formerly set up about three galleys of 8-point by hand in an eight-hour day, today a machine operator averages from 12 to 13 galleys.

In many respects these machines are among the most wonderful products of modern civilization. With surprising speed they cast up line after line of slugs of any point, length or type face. The machines have been perfected to such an extent that, without leaving his seat, an operator has at his command as many as ten different type faces. Furthermore the simple operation of changing magazines enables the operator to set any desired face of type.

Certain models of these machines are admirably adapted for the work of smaller offices where type must meet the requirements of both newspaper and job work. Every editorial employee of a newspaper should be interested in the vivid and non-technical description of the operation of a Linotype machine found in Theodore S. De Vinne's "Modern Methods of Book Composition."[1] A reading of the chapter on "Machine Composition" followed by an inspection of the Linotype will give a full appreciation of its intricate efficient mechanism and will result in a more sympathetic appreciation of the problems of the composing room. It should be remarked at this point that, since these machines cast a line as a unit, any error in the line makes it necessary to recast the entire slug.

Like the Linotype and Intertype in some respects but unlike them in others is the Ludlow typograph which is used for casting large display lines. It is not used for text matter.

[1] See also "The Big Scheme of Simple Operation" published by the Mergenthaler Linotype Company. For an exhaustive discussion of all forms of engraving and printing, see "Commercial Engraving and Printing" by Charles W. Hackleman.

It is not a composing machine, for the composition is done by hand, but it is a line-casting device. Its advantage lies in that it enables a newspaper to get away entirely from foundry type, and, by casting lines as they are needed, new type is always available.

There is also a machine in common use which casts leads, slugs, and rules as needed. When this machine is used in combination with the line-casting machines all expense of distribution is eliminated since the entire form can be dumped into the metal pot when the paper has been run off.

The monotype, a machine widely used for book and magazine composition, is somewhat slower than the line-casting machines because it works on an entirely different principle. Instead of casting lines it casts individual letters and assembles the lines into a complete galley of type.

Some Popular Type Families.—The relative merits of different faces is a live question in the publishing industry today and will continue to be. The student of newspaper practice should know the chief characteristics of at least the more popular of the type families.

This line is set in Gothic type

Gothic.—Gothic is a misleading name. The ordinary reader and book collector give it to all the older forms of Black Letter or Old English, but American typefounders apply it to a sturdy type that has neither serifs nor hair lines. The Gothic of the typefounders was not derived from Black Letter and has no resemblance to it. It was probably called Gothic because its style is as bold or black as that of the Black Letter Gothic manuscripts.

Gothic type has no fine lines, serifs, nor shading. All lines are the same. It is rugged, plain, and simple, but lacking in beauty or life. It is quite legible if not too condensed. The Gothic letter has become the traditional face for newspaper headlines although many students of typography have pointed out that there is perhaps nothing but tradition to justify its wide use for this purpose since it has neither beauty nor character to recommend it.

This line is set in Cheltenham Type

Cheltenham.—The largest family ever produced. It has some thirty variations. Cheltenham was designed both for beauty and use. It is legible and widely used as a display type although not generally used for text purposes. It can be identified by its graceful curves and decided strokes. Its contrasts between main and minor strokes are not so pronounced as in the Caslon.

This line is set in Scotch-Roman Type

Scotch-Roman.—Masculine in its strength and directness. Very legible and frequently used as a body letter. Few angular or slanting lines. The face of Scotch-Roman is more pointed and more sharply cut than Bookman. Scotch-Roman can be distinguished by such little differences, for example, as the lack of a serif in the lower case "t." This letter is cut straight across and is widest at the top. Caslon, on the other hand, has a narrow point at the top and a slanting serif.

This line is set in Bookman Type

Bookman or Old Style Antique.—Masculine like Scotch-Roman but not quite so easily read. Wider in proportion to heighth than most letters. Rounded. More uniform and greyer in tone than any other Roman face.

This line is set in Caslon Type

Caslon.—A beautiful letter with strength and character. The Caslon face was one of the earliest variations from the Roman. It closely resembles the Roman but has more shading. Serifs are slanting. Because of its suitability for many different purposes, Caslon has become popular with advertising men and a common saying is "when in doubt use Caslon."

This line is set in Bodoni Type

Bodoni.—Designed in 1771. More contrast between light and dark lines than in any other letter in this list. Narrower

in proportion to width than most letters. Suggests sharpness, quickness and vivacity yet the letter is refined and graceful. The face is round and light, open and delicate. The serifs are long, thin and flat.

This line is set in Century Type

Century.—A very plain and legible letter much used for body type. Wider than Caslon and more uniform in color. Exceedingly regular in form.

There is not space in this book to describe other type families. The student who is interested in the subject may pursue the study of type in the various books by Theodore S. DeVinne, Benjamin Sherbow, or in "The Art and Practice of Typography" by E. G. Gress. The catalogs of type founders and the booklets issued by the manufacturers of composing machines will also be found helpful. A booklet entitled "Newspaper Heads" issued by the Mergenthaler Linotype Company shows specimens of many families suitable for body matter and headlines.

CHAPTER IX

HEADLINE AND BODY TYPE

Headline Type.—Until a few years ago little thought was given to the readability of headline type. The chief concern seemed to be to get a condensed or extra-condensed face that would carry the largest possible number of units to the line. The result was that some papers used headlines that were so condensed that complaints were made by the readers. A revolution followed which introduced the upper and lower case head. The pioneer in this movement was the *New York Tribune* which adopted this system about three years ago after a series of tests had been made to find out what type was easiest to read. *The Minneapolis Tribune* and *The Milwaukee Journal* have followed the lead of the *New York Tribune* and now use upper and lower case heads throughout. Some papers, use upper and lower case for the single-column headlines but have retained caps for the double- and triple-column spreads. Many papers have adopted caps and lower case for feature heads and boxes to good advantage.

Small city dailies and weekly papers have been quick to adopt the change to caps and lower. Examples are shown in the following pages. The satisfactory experience of these papers with their new head schedule indicates that it will be adopted even more generally.

The late Benjamin Sherbow, who was considered one of the best authorities on type, in his book on "Effective Type-use for Advertising" said:

> Display lines in all capital letters are not as easy to read as capitals and lower case. All-capital heads and subheads should be avoided as far as possible. In all my work on the type make-up of magazines and trade papers during the last half dozen years, I have not used a single all-cap headline. The editors I have worked for have

pretty generally agreed with me that the headline in upper and lower case is not only easier to read but gives the page a friendlier, more inviting look.

SATISFACTION WITH ALL MERCHANDISE ADVERTISED IN THE TRIBUNE IS GUARANTEED

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

Vol. LXXXIII No. 28,149 TUESDAY, DECEMBER 11, 1923

THE WEATHER

Chiropractics Barred by Dr. Monaghan

State Inquiry on Quacks Involves Them in Five Alleged 'Diploma Mills' Reported Working Here

Health Chief Holds Practice Is Illegal

Warrants Issued Against More Dentist Suspects; Sherman Leads Clean-Up

Girl Robbed on Way to Court; Fine Is Remitted

News Summary

Mercury Cuts Cost 50 P. C. In Power Test

Revolution in Steam Output Predicted as Months of Experiment Prove Boiler Device Practical

Quicksilver Makes Steam From Water

Inventor Sees Big Saving in Steamship and Railroad Transportation

Human Porcupine to Rid Ontario of Wolves

Harding Lauded By Coolidge as Peace Bringer

President Eulogizes Predecessor in Radio Speech as One Who Loved and Was Loved by His Fellows

Tepic Falls as Rebels Menace Mexico City

General Ortega Seriously Injured in Battle for Republic's Rail Center; Halt Traffic From U. S.

Machine Guns to Confront Capital

Yaqui Indians Remain on the Reservation; Federal Troops Seize Victoria

Coolidge Asks Tax Cut Of 300 Million; War on Cummins Ties Up Senate

Progressives Cause Deadlock by Fighting Interstate Commerce Committee Head's Re-election

Push La Follette For Chairmanship

Battle on Transportation Act Seen With Iowa Leader Holding Two Posts

Features of Coolidge Economy Budget Plan

President Submits Budget to Congress; Pares Expenses to Bone, Demands Economy, Bans Bonus

Lops 275 Millions Off Expenditures

Would Slash Tax on Earned Income; Reduce Surtax, $10,000 Minimum

President May Fight Johnson In Own State

Canadians Stone U. S. Crew in Liquor Chase

Send The Tribune Every Day

Handcuffed "Detective" Says Prisoners Did It

Court Clears Rita Weiman of Plagiarizing C. B. Davis Story

Trees Budding In Canada

House "Baby" Offers Bill To Prevent Mixed Babies

Convict Slays His Guard And Flees in His Clothes

Fig. 1.—The *New York Tribune* was the pioneer in the use of caps and lower-case heads.

I have talked with many newspaper editors and publishers on the same subject. They are a bit harder to convince. But in several instances I have succeeded in getting newspapers to adopt the upper and lower case heading throughout.

While some papers have been changing to caps and lower case, many others have abandoned the traditional Gothic head and have adopted some of the more modern faces that are now

The Weather

The Rhinebeck Gazette

and Red Hook Times

VOLUME LXXVIII — $2.00 A YEAR IN ADVANCE — RHINEBECK, N. Y., OCTOBER 20, 1932 — PUBLISHED EVERY SATURDAY — NUMBER 60

$50,000 Robbery At Dinsmore Estate

Jewelry Including Valuable Pearl Necklace Taken Last Week —No Clues To Identity of Thief.

The fifty thousand dollar jewel robbery at the home of William B Dinsmore, Staatsburg, a week ago last Wednesday night or Thursday morning when the servants of the house were about and a faithful watch dog was on guard is still baffling the police and private detective agencies. Where the burglars came or whither they went is shrouded in mystery. They may have been on foot, or in an auto, but so far as the investigation has gone they were made the trip by airplane or boat. The family watch dog, one that has ever been on the alert and around the family when unusual noises disturbed the stillness of the night, slept through it all and greeted the family on Thursday morning with a wag of his bushy tail as if nothing had happened to disturb his slumbers.

Where the servants took up their duties Thursday morning the discovery that valuable jewelry had disappeared was made. Further investigation disclosed the fact that jewels worth thousands had been taken from the sleeping apartment of Miss Dinsmore.

Among the pieces taken was a fancy bellcord in the form of a necklace that had not been worn for many years and one that was prized by the family beyond the intrinsic value of the article. That the robbery was long planned by experts in the opinion of the Pinkerton Detective Agency of New York and every effort is being made to run down the thieves.

Miss Dinsmore stated that she heard no noises during the night, and she is a very light sleeper. How the burglars gained entry to the mansion is so much of a problem as any other phase of the case. Doors and windows were apparently as secure as ever and nothing was heard or seen by the household servants to arouse any suspicion on their part. While the highways are filled with tramps, no suspicious persons were noticed about the locality, so far as can be learned. The wealth of jewels just simply dropped out at night as if evaporated and the police are without a clue.

Radio Music and Picture at Town Hall October 27th

The radio is more and more being put to practical purposes all over the world and Rhinebeck will have a demonstration of this next Saturday night when the radio will furnish the incidental music for the big feature picture show of the Women's Auxiliary of the Legion and also will furnish music for the dance which is to follow after.

This benefit performance will be given in the Town Hall on the evening of October 27th and part of the proceeds will be for the Veterans' Mountain Camp in the Adirondacks. The program will include a selected comedy and a Paramount feature picture, the name of which it is not possible to announce at this time. Music will come, if possible, from the Capitol Theatre in New York for this part of the program and the dance music will be provided by an orchestra in Cleveland. Further announcement of the big show will be made next week.

Red Hook News

Choice Bit of Information From the Gazette's Special Correspondents

A daughter, Loretta May Horton, was born Tuesday night to Mr. and Mrs. Byron Horton. Dr. J. E. Viereck was the attending physician and Mrs. Isabelle Shaffer the nurse. Both mother and baby are doing nicely.

Mr and Mrs. Walter Haas and son were callers at Hudson, Sunday.

Mr. and Mrs Albert Eckert entertained friends Sunday.

Mr and Mrs. Oliver Ham were callers here Sunday.

Mr. and Mrs Charles Hoffman and sons of New York spent the week-end at the Hoffman inn.

Florence Meade of New York spent Sunday with her parents here.

Miss Louise Webb spent the week-end at Williamstown.

The Rev. Mr. and Mrs. Harry Webb and sons of Brooklyn spent Friday and Saturday with his sisters here.

Mrs. Frank Coon was a caller at Mrs. Walter Ham's, Saturday.

Mr. and Mrs. Almont DuBois and family were callers at Harrytown, Sunday.

Russell Hotaling of Poughkeepsie is building a house at Church street.

A daughter was born to Mr and Mrs Harvey Moore, Sunday evening.

Stephen Griffing and lady friend of Kingston spent Sunday here.

Chester Griffing and lady friend of New York spent Sunday with Mr. and Mrs. Wm Griffing.

Mr. and Mrs George Townsend of Newburgh are spending two weeks with Mr. and Mrs. Sylvester Propst.

Parent-Teacher Association Holds Party Monday Evening

Monday evening, Oct. 17th, the second Parent-Teacher reception to the teachers of Rhinebeck High School was held at Grange Hall. About sixty were present. It opened with old fashioned group singing, Mr. Fells at the piano. A short program in charge of Miss Fellows was rendered. Miss Agnes Traux gave a number of vocal solos. Miss Frances Ward also sang and Miss Florence Ward recited. Miss Edith Frost was in charge of the games which were of a lively character. At the noon refreshments were served, and then a social hour, all returned home pronouncing a very delightful time. The hope is that these parties will be frequent during the winter months.

Will Demonstrate Voting Machine

Second District Voters To Receive Instruction This Saturday And Next Week

The voting machine which the town has purchased for the use in District No. 2 will be demonstrated at the regular sessions of the district Saturday of this week, from noon to 8 p. m. and next week Tuesday, Wednesday and Thursday evenings from 7 to 9.

It is hoped that all voters will avail themselves of the opportunity in order that confusion may be avoided on election day. The purchase of this machine is a forward step on the part of the town of Rhinebeck and it is expected that in a few years the remaining districts may also be supplied with machines.

Historical Society Wants 1,000 Members

Fall Meeting Held Thursday in Poughkeepsie—Luncheon at Nelson House—Membership Campaign Begun

Mrs. Alton B Parker of Esopus, and Dr. A. C. Fralick, state historian, were the speakers at a luncheon of the Dutchess County Historical Society which was held at the Nelson House, Poughkeepsie, Thursday, following the fall meeting held at Vassar Institute.

Mrs Parker spoke on the bravery of women in the Revolutionary War, mentioning especially twenty, whom she said, had distinguished themselves in this respect.

There were a large number at the luncheon.

A campaign to increase the membership of the society to at least 1,000 was launched at the meeting. Applications for membership to the number of 16 were accepted.

The society now has an active membership of approximately 500 and it is hoped, in view of the fact that during the next eight years many important historical anniversaries take place, it may raise the membership to at least 1,000.

Columbia county, which has a population less than one-half that of Dutchess county, has a society with a membership overbearing more than two.

In view of the fact that a number of the members of the Dutchess county society are also members of the Columbia society which is somewhat older than the one in this county and as that society meets on the same days as the Dutchess society it was today voted to change the meeting date from the third Thursday of April and October until the second Friday of the same month, bringing the meeting days one day later than at present.

In the absence of Mrs. Theodore Lepetre of this village, chairman of the committee in charge of the publication of the annual year book, Miss Helen Reynolds reported that the book for this year has already been published and mailed in practically all of the members.

Dr. Irving Lohly, treasurer, reported that the society now has on deposit a cash balance of about $800 in a local bank.

Miss Mary L. Baldeans, was made an honorary member. Judge G. W. Hendrickson, of Kingston, was also made an honorary member.

William F. Adams, of Red Hook, is president and Dr. J. Wilson Poucher is secretary.

Doctor Pernell To Leave Rhinebeck

It is learned with much regret by his many patients, that Doctor Pernell has decided to leave this village in the near future to return to Poughkeepsie where he will practice medicine. During their sojourn here Doctor and Mrs. Pernell have made a host of friends who wish them success in their new home. The Doctor does not expect to leave town until after November first.

Recent Deaths

An Obituary of Those Who Have Recently Passed Away

CANNON ROYAL DECKER

Cannon Royal Decker, infant son of Mr. and Mrs. Royal Decker, of this village, died Saturday. After prayers at the home by Rev. Mr. Frey, of the Lutheran Church, the burial took place in the Rhinebeck Cemetery.

HENRY KILMER

Henry Kilmer, of Milan, died at the Thompson House, Rhinebeck, last Friday following an operation for appendicitis. Funeral services were held at the home of his parents, Mr. and Mrs. Theodore Kilmer last Friday, Interment in Evergreen cemetery. Deceased was 14 years of age.—Pine Plains Register

MRS SIDNEY SHAFFER

Millie Shaffer, wife of the late Henry Shaffer, of Rhinecliff, died at the Thompson House, Wednesday. Mrs Shaffer is survived by one daughter, Mrs. Cowan, of Germantown, and one son, Henry, of Rhinecliff.

The funeral will be held from her late home Saturday afternoon at two o'clock, Rev. James Boughton officiating. The burial will take place in the Rhinebeck cemetery.

MRS ANNIE L ALLEN

Mrs Annie J Allen, of 668 Riverside Drive, New York city, died at Vassar Hospital, Poughkeepsie, Wednesday. Mrs Allen suffered from shock following the death of her daughter, who was killed by a trolley car in Brooklyn about two weeks ago. She was in New York at the time of the accident and shortly after hearing the news of her daughter's death suffered a cerebral hemorrhage. Mrs. Allen was brought to her Rhinecliff home "Pentney Home", a week ago, but her condition became worse and she was removed to Vassar Hospital Saturday of last week.

Dorcas Guild Elects Officers

The Dorcas Guild met at the Reformed church chapel Tuesday evening, October 2, with at least full attendance for the first business meeting of the new year. The chapel was beautifully decorated with bright flowers and plants. Much credit was due our business committee for the evening who were Mrs. Raymond Cortopassi, chairman; Mrs. Fred Cushing, Mrs. Frank Cookingham, Mrs. Paul Schantz, Miss Louise Almen, Mrs. Fritz and Miss Martha Cramer. The election of officers followed the devotional business. The following officers were elected: President, Mrs. Wesley Traver; 1st vice president, Mrs. Fred Cookingham; 2d vice president, Mrs. Joseph Cookingham; secretary, Esther Carver; treasurer, Mrs. A. R. Eckert. We are sure that with such a capable leader as Mrs. Traver we will have a very successful year. The meeting was adjourned followed by a social time and refreshments.

Boy Scout Troop Organized Here

At Banquet Last Friday Evening in Reformed Chapel—Second Meeting This Friday

Feeling the urge of progressive policies looking for civic betterment and the welfare of the youth of the country, in the youth, the Dutch Arms of the Reformed Church was prompted to invite the boys of the village between the ages of twelve and fifteen years, with their parents to a banquet in the lecture room, on Friday evening, October 14, at which they hoped there might be the beginning of a Boy Scouts Troop. They were not disappointed. The troop to be known as the Reformed Church Boy Scouts Troop. Many of our church may join provided there is no similar organization in their church. Those who do join will be expected to maintain their loyalty to the church and Sunday school they belong. If any Scout organization is organized in another church boys belonging there will be expected to go with their troop.

After a banquet, enjoyed by all, Mr. Abercrombie, who as the scout master for Dutchess county, and who brought three scouts from Peekskill, spoke with him, spoke on the organization of the Scouts. He then arranged to come to Rhinebeck Sunday afternoon, 3 p. m., to speak and give instruction to all boys desiring to join the troop.

The following boys were present: Earle Traver, Kenneth Milroy, Edward Cortelyou, Clifford Almen, Merrweather, Wallace Shenk, Wm. Augustus Lane, Gerald Irvin, Joseph White, Edward Devitt, Harold Traudt, Robert Tiedeman, Kenneth Kane, Henry Murch, Chandlee Sorenson, Guy Milroy, Lawrence Williams, Lewis Wilsone, Arthur Crowley, George Crowley; also the following adults, William Carroll, Asa Barnard, Robert Milroy, Herbert Traver, Louis Kunz, Almon Harrywealher, Harry Cornelius, Raymond Cornelius, Harry Traver, George Shenk, William Tiedeman, Benjamin Trumpet, Clarence Rogers, John Wilsone, and Rev. Frank D. Blanchard.

Get the September County Medicine postal box of Lucille's Asserted Chocolates for the at The Rexall Drug Store. (9-15-2)

Mrs. Sheak Is Oldest Widow

Mary E. Sheak Of Rhinebeck Oldest Widow Of Civil War Veteran At 95

Mary E. Sheak, ninety-five years old, of this village, holds the distinction of being the oldest widow of a Dutchess County veteran of the Civil War. Mrs. Sheak is proud of her distinction, proud of her husband's war record and proud of the fact that three of her grandsons served in the World War.

MARY E. SHEAK
Oldest Widow of Civil War Veteran

Mrs. Sheak does not look or act like one would naturally expect of a woman of her age. While somewhat enfeebled, the aged woman is fond of mind and has a fine sense of humor. She possesses a wonderful memory and events of the Civil War days are vivid in her mind.

"I have been in contact with two great wars and I am proud that my people served the flag on both occasions," said Mrs. Sheak, smiling. "My husband came home to me after the Civil War and three grandsons came back. That is much to be thankful for. I hope the time will come when there will be no more wars. But I'm afraid that time will never come. The savage in man is the human race, coupled with selfishness, are the cause of all wars."

Mrs. Sheak was born in Rhinebeck and has lived here all of her ninety-five years. Her husband was Jacob W. Sheak, who served in the Civil War as a member of Company F, 128th New York Infantry. The war took from County's own regiment, which was commanded by General John Henry Ketcham. He enlisted at Rhinebeck on September 3, 1862, to serve three years. He was mustered in as a corporal of Company F on October 11 of the same year. He was promoted to sergeant on March 8, 1864, and mustered out of the service on May 25, 1865, at McDougall Hospital, Fort Schuyler, in New York harbor.

It was left with two children when my husband entered the war," said Mrs. Sheak. "Those were lonely, fearful days, full of apprehension. My husband sent back to me regularly his army pay, $16 dollars a month. I had a little income of my own and that we did not lack comforts. Husband frequently received reports and scanned the papers for news from the battlefields, just as we followed the progress of the World War. News from the front did not come through as quickly nor so fully during the Civil War. The newspapers printed what brief reports. The telegraph was in its infancy. We had no pictures in the newspapers then. The wood-engraved drawings which sometimes showed battle scenes, striking illustrations though they were, did not appeal to me nearly so much as photographs do now."

Mr. and Mrs. Sheak were married in Poughkeepsie, at the Nelson House, by the minister of the Presbyterian Church, seventy-one years ago. Mr. Sheak has been dead eleven years. Mrs. Sheak was born and married in Rhinebeck and entered the Civil War.

One of Mrs. Sheak's grandsons, Robert F. Burns, of Chicago, served in the U. S. Army and was attached to the 84th Company, 6th Regiment Railroad Pioneer, of Chatham, and John Stevens, of New York, are the other grandsons who served in the World War. The first received a wounded twice and gassed. He served with the American Army of occupation in Germany for seven years.

Here and There

In golden glory the leaves come down,
Rolling and blowing all over the town.

Over the distant hills the October haze

Sends a charm to these Autumn days.

The smoke of bonfires blows my way.
Where children have raked the leaves today.

O, number Autumn, we have no fear,

When we live in Rhinebeck this time of year.

The northern migration has opened
And flocks go by every day.

The flocks are not birds, they are hunters

Going north to shoot their prey.

Y. O. U.

Personal Items

What We Hear About Our Own and Other People Who Come and Go

Mrs Gjande Coon spent Tuesday in Kingston.

Mrs. Ellen Kolbeenkoe and son spent Saturday in Kingston.

Peter Hotter, of the Gazette staff, is enjoying a week's vacation.

Miss Mae Stillwell has accepted a position with Downer the baker.

W H Riecker, of Poughkeepsie, spent Sunday with Gilbert Fowler.

Mr. and Mrs. Louis Kline and Miss Irene Foster spent Thursday in Poughkeepsie.

Miss Eva Stell and Fred Kilmer spent Saturday evening in Poughkeepsie.

Asl Fralelgh of Gay Manor is spending a few days with her daughter, Mrs. Johnston, N. J.

Joseph Griffing, the popular clerk at the Savings Bank, is enjoying a well earned vacation.

Mr. and Mrs. Harry Kilmer, of Poughkeepsie, spent Sunday with Mr. and Mrs. Gilbert Fowler.

Miss Isabel Emerson, of Coopers-town, spent the week-end visiting her brother on Platt avenue.

Mrs. Chas. W. Chadwick and Miss Leah Schryver spent the week-end at Ocean Grove and Asbury Park.

Mr. and Mrs. Charles Nobler of New York have been spending a few days at the home of Violet Stygar.

Miss Viola Latiner, of Brooklyn, spent the week-end visiting Miss Gladys Cookingham, of Birmingham.

Miss Pauline Heidt, of Hudson, spent Columbus Day and the week end with her parents, Mr and Mrs. Elton Kolbenskie, on Chestnut street.

Frank A. Ryan, of Brooklyn, and Edward A. Kolbenskie, of Jersey City, spent the past week-end with Mrs Elton Kolbenskie.

Messrs Sauer and Georgia Ackart, after spending two weeks visiting their brother, Frank S. Ackart, of Yarbrook, have returned home.

Roger Hilton, Miss Viola Latiner and Miss Gladys Cookingham were among those from Rhinebeck who motored the Barnard on Saturday evening.

George Briggs, Miss Gladys Coon, Augustus Briggs, Miss Eleanor Webster and Mrs. Jennie Coon spent the week-end camping at Lazy Point.

Mr and Mrs. Edward E Riker and daughter Edith, and Mrs. Ernest Wellen and son, Harold, all of York city, spent Saturday and Sunday at Gay Manor.

Mr. and Mrs John R Hardy have returned to their home in New York city after spending the summer at Wellington Cottage, Point Pleasant, Conn.

Philip P Radcliffe, president of the First National Bank of Rhinebeck, is spending the week in Brooklyn visiting his son, William H. Radcliffe and family.

Mr. and Mrs. Henry Staley and daughter spent several days of the past week in New York city and New Jersey on business. They returned Friday and Saturday.

Episcopal Bishops Hold "Week" Here

Bishops Manning and Lloyd Have "Bishop's Week" In Dutchess Co —The Schedules

Bishops Manning and Lloyd of the Episcopal Diocese of New York will be in Dutchess and Putnam counties for the next week. The following schedules have been arranged. Bishop Manning:

Sunday, October 23, St. Luke's, Beacon, West Mountain Mission, Hopewell Junction; St. Andrew's, Beacon.

Monday, October 24, Fishkill, Rhinebeck.

Wednesday, October 26, Wappingers Falls, Gold Street.

Thursday, October 26, Poughkeepsie, for the clergy, Pleasant Valley.

Friday, October 28, Barrytown, Red Hook, Tivoli.

Sunday, October 30, Staatsburg, Hyde Park, Poughkeepsie.

There will be a men's dinner at the Beekman Arms in Rhinebeck on Monday, a women's meeting at Wappingers Falls on Wednesday, a luncheon for the clergy at the Nelson House in Poughkeepsie, on Thursday, and a children's service for the Sunday schools at St. Paul's, Poughkeepsie, on Sunday at four o'clock.

Bishop Lloyd's schedule:

Sunday, October 21, Barrytown, Upper Red Hook.

Monday, October 22, Pine Plains, Rhinebeck.

Tuesday, October 23, Brewster, Wednesday, October 26, Tivoli, Annandale, Red Hook.

Thursday, October 26, Pawling.

Friday, October 28, Dover Plains and Millerton.

Sunday, October 23, Millbrook, Hope Farm, Verbank, Tillges.

Register To-day

If you are not registered as a voter attend to the matter this Saturday afternoon or evening at the town hall. The figures for the first day are as follows:

Dist. No. 1—336; No. 2, 681; No. 3, 457. Total 1,474.

Mother wise for many morning of cold, laxative and all gastritic and ferments caution in cold weather sold at The Baker Drug Store (9-15-2)

Bishop Manning To Dedicate Organ

Astor Organ in Church of Messiah Will be Dedicated Next Monday—Famous Organist Will Give Recital

Medical Society Favors Hospital Bond Issue

The Dutchess-Putnam Medical Society has gone on record in favor of the proposed bond issue of $500,000 for the State hospitals and other State institutions, which is to be voted on at the Election, November 8. The resolution "fully approves the proposed bond issue and attests the members to vote for the same, and votes for disseminating information on the subject and securing a favorable vote thereon by the people."

Dr. C. K. Lane, of Poughkeepsie, is president of the society and Dr. N. P. Carpenter, of Poughkeepsie, secretary.

Foreign Born Classes Begin Next Week

W. E. Tremper And W. J. Palle To Organize Classes Next Monday Evening

Former school superintendent, William E. Tremper, who fathered the movement for instruction for Rhinebeck's foreign born residents at the annual school meeting, last August, together with Principal Palle, will organize the class at the High School next Monday evening.

The class will meet Monday, Tuesday and Thursday evenings, from 7:30 to 9:30 o'clock, and is open to all foreign born men and women of Rhinebeck. The district has appropriated $100 for the work and about a dozen persons will take advantage of the opportunity offered.

This is one of the recent forward movements and great credit is due Mr. Tremper for his persistent efforts to get the work started and for the success he has achieved.

Rock City Grange Has Farm Display

Annual Event Is Wonderful Success; Wednesday Evening

One of the most successful Grange affairs of recent years took place Wednesday evening at the Grange hall in Rock City, the occasion being the annual farm display of the Rock City Grange. Members of the Rhinebeck and Red Hook Lake Grange also were invited and in all there were about fifty Patrons and Matrons present.

The usual business meeting was held at 7:30 and at 8 o'clock the entertainment program was started. Features of the evening were songs and recitations by the clear amateurs of Rock City and every act was loudly applauded. Miss Robbenolt, Master of the Rhinebeck Grange, and Helen Hicks of the Rhinecliff Grange, both made short speeches of thanks for the delightful entertainment and at 10 p. m. began the inspection of the farm display.

This applies the array was indeed most remarkable and the exhibit would have done credit to the county fair. The apples had been selected that full size and color should predominate, the size and the quality was superior. There were many other vegetables too, which proved that all the good gardeners have not yet gone to the cities. In fact your reporter noted a number of members who have become fillers of the soil since the beginning of the year.

After everyone had had ample opportunity to inspect the produce the entire display was taken to the auction block and sold to the highest bidder by B. Reynolds, who drew how to get that full size and color about very lacking at fair time and the quality was superior. There were many other vegetables too, which proved that all the good gardeners have not yet gone to the cities. In fact your reporter noted a number of members who have become fillers of the soil since the beginning of the year.

After everyone had had ample opportunity to inspect the produce the entire display was taken to the auction block and sold to the highest bidder by B. Reynolds, who drew how to get aboard of side for sale and every article, bunch of candy being sold for $3.50. The hour of midnight with everyone entering into the spirit of the occasion.

As soon as the last hammer fell on the produce the ladies of the grange appeared on the food laden tables with a bounteous supply of cakes, ice cream, sandwiches, coffee, salad, cake and doughnuts and it was not till the wee small hours of the last guest departed, taking memories of a most enjoyable evening.

Rhinebeck Hunters Leave For Adirondacks

A party of men from this village leave at four o'clock this Saturday morning for Robert's camp in the Adirondacks for a week of deer hunting. They will have 1,000 miles from home. The following men will leave: Clarence Lee Stickell, A. J. Staley, Carl Van Kleeck, Ray Osborn, Wm. Burroughs, Dr. Wilbur, Mr. Robinson, Leonard Tremper and Fred Mattison.

Edell Home Burglarized

The residence of S. Edell, east of Rhinebeck, was burglarized early this week. Mr. Edell and family are not occupying the house at present and on Tuesday discovered that the house had been forcibly entered. Locks were broken. No one has been run down as yet and the amount of the loss has not been determined.

The Rt. Rev. William T. Manning, D. D., Bishop of New York, will dedicate the new organ in the Church of the Messiah next Monday, October 22, at five o'clock. Bishop Manning will preside at the service, and there will be an organ recital by Lynwood Farnam, who is considered by musicians to be the leading organist in the country. This organ was given to the church by Vincent Astor and it is a magnificent instrument.

Recital Great Treat

Mr. Farnam, who will give the recital, has just returned from Europe. Last month he played recitals at York Minster and at the Cathedral at Westminster, London.

It will be a great treat for the people in Rhinebeck to have an opportunity to hear one of the greatest organists of the world. A cordial invitation is extended to the public to the dedication and recital, both of which will be held on Monday afternoon.

The Program

Mr. Farnam will render the following program:

Toccata on a Gregorian Theme from First Symphony.....Louis Vierne

In Summer.....C. A. Stebbins

Scherzetto in F sharp minor.....Edward Shippen Barnes

Vesper Voluntary.....Lynwood Farnam

Ave Verum Corpus.....W. A. Mozart

Ave Pontificalis.....Ch. M. Widor

Meditation a Ste. Clotilde.....A. Guilmant

Intermezzo in F sharp minor.....C. A. Stebbins

Sortie in E flat.....Louis Vierne

Sunrise.....Georges Jacob

Reverie.....Joseph Bonnet

Toccata in F sharp minor, "Thou art the Rock".....Henry Mollie

Girl Scouts Visit Roxbury

Rhinecliff Girls Have an Exciting Time Sunday

The following account is reprinted of a Girl Scout pilgrimage to Roxbury:

What proved an exciting time Sunday, Oct. 4, when the Girl Scouts of Rhinecliff left for John Burroughs's home at Roxbury. We started about 2:45 reaching there about 4 o'clock. Upon arriving there we prepared our lunch, which tasted very good after the long ride. After lunch we walked around the grounds, taking pictures. It was getting rather late, we decided to start for home as we had to wait for a ferry and did not reach there until about 8:30

Those present were the following: Captain Lucille Almen, Lieut. Patrol Leader Alston, Scout Pittevee, Corporal Hobaugh, Jr. Patrol Leader Heywood (Eagles); Jr. Patrol Leader Potter (Owls); Asst. Patrol Leader Conklin, Scout Ida Pell, Viola Hollapple, Beatrice Holsapple, Mr. and Mrs. Nesbitt and family, Mr. and Mrs. Pitteger, Carl Fuley, Harry Webster, E. M. Lesure and Marilener Lester."

Rhinecliff News

Items of Interest from the Seaport of the Town

The following ladies have been appointed on the soliciting committee for the Rhinecliff volunteer fire fair which will be held Oct. 31st and Nov. 1st: Mrs. J. S. Alverson, Mrs. Roy Dedrick, Mrs. C. Holsapple, Mrs. Wm. Tyron, Mrs. Frank Kilmer, Mrs. L. Dedrick and Mrs. Ida Rose.

Mrs. William Ackerman and children are spending a few days here.

Mrs W Butler spent Tuesday with Mr and Mrs. E. H. Yost.

Beatrice Holsapple and Viola Holsapple have both become members of the Girl Scouts.

Mrs. C. C. Hauer was called to New York city, last week owing to the illness of her mother, Mrs. Moore.

Mrs. J. Aitkins and Mildred were in Kingston on Saturday.

Open Night For Men's Club

The Men's Club of Rhinebeck extends a cordial invitation to the entire community to attend the club rooms for "open night," Monday October 24th. There will be speaking, refreshments, games, etc. A general good time will be had and a crowd is wanted.

Bartholemeus At Institute

Richard Bartholemeus will be shown at the Institute this Saturday in "The Bright Shawl". Next Wednesday "A Free Page Story" will be the feature and on the 27th Jackie Coogan will appear in "Daddy".

Floyd E. Winfield was arrested Wednesday by Officer Wm. M Reight, charged with malicious mischief and arraigned before Police Justice Van Wagenen. Adjournment was asked by his counsel, Jos. Mahar, to next Monday evening. W. M Montgomery represented Mrs. Keegan

While some papers have been changing to caps and lower case, many others have abandoned the traditional Gothic head and have adopted some of the more modern faces that are now available on composing machines. Many careful students of typography question the suitability of Gothics for head-letter purposes. It is pointed out that there is no intrinsic beauty

FIG. 2.—Effective use of caps and lower-case heads by a country weekly.

in the letter, that its straight, unserifed lines are so monotonous and the type usually so condensed that it makes reading difficult. Furthermore the blackness and monotony of the type gives it a mournful and funereal appearance. Even color of the newspaper page, which should be the aim of every publisher, is impossible with Gothics.

E. G. Gress, editor of the *American Printer*, in his "Art and Practice of Typography," says this about head-letter type:

> Head-letter type should not be intensely black unless the reader is expected to read only the headlines. It is irritating to attempt to read the text matter in an article if strong, black headlines continually glare at you. The head letter should be just a trifle darker in tone than the background of text type or, if liberal leading is possible, a letter the same tone as the text is suitable.

Probably every publisher will concede that Mr. Gress, from the point of view of ideal typography, is correct. But, some publisher might say, "My problem is to reach the readers of all classes. They cannot appreciate fine typography; they will read only a paper with glaring headlines." The answer is that the experience of the magazines proves that good typography and large circulations are not incompatible. It is only necessary to cite Hearst's *International*, the *Saturday Evening Post*, and the *American* as examples. Each one has a mass circulation which has been attained in the face of a constantly improving typographical appearance. *Hearst's*, in particular, takes extreme pains with its presswork. Not only the experience of the magazines, but the example of *The Kansas City Star*, the *Chicago Daily News*, and the *Detroit News* would indicate that many newspapers are aiming too low in estimating the reader's taste. Each one of these papers is meeting competition with conservative make-up.

In discussing the Gothic letter, Mr. Gress says:

> The style of letter known as "Block" because of its plain, square appearance, is more in use than it should be. It serves a purpose for very small sizes of lettering on lithographed stationery and on blank Roman capitals in diminutive form; but its use on periodicals and newspaper advertising, books, and general job work is deplorable.

It is an unfinished Roman letter. It is really not admissable to the company of the educated and informed until serifs have been added and a difference in thickness of strokes is visible.

Some American typefounders years ago called this style of face "Gothic," and under that name this rather questionable type is widely known, probably better known than many worthier faces. It is possible, also regrettably, that it is the "best seller" of the type founderies' product. Over in Scotland and in England the type is called "Sans Serif" and "Grotesque;" in Germany it is known as "Block;" in France and Spain as "Antique."

One reason for the early preference for Gothics was that the type never wore out. There are no light lines or serifs to break. Hence some offices used it so long that the type became round instead of flat. With the advent of machine-set headlines, however, there is no reason why the more fragile and beautiful faces should not be adopted.

Typographers generally have urged newspapers to adopt Cheltenham, Caslon, Bold Condensed and Century Bold. Both the Cheltenham bold and the Cheltenham wide are quite readable. Bodoni has been adopted by the *New York Tribune.* Some typographers say that Bodoni is too strained and severe for wide usage. *The New York Times* uses Latin Antique condensed for its upper decks. Caslon is being used by many papers for feature heads and special departments. The selection of headline-type is made difficult by the fact that so few faces are legible in condensed form. One of the few arguments for the Gothic is that it is quite easily read, if not too condensed, although it is not as legible as a headline set in upper and lower.

Planning the Head Schedule.—It behooves every publisher, whether his paper be large or small, to stop his routine work occasionally to give an hour's careful thought to a general survey of his make-up and head schedule. He should consider the history of the head schedule. Was it inherited from a former generation? Has it gone along without a change for years? Has it kept pace with the newer developments in typography? Is it the best that the paper can afford?

One of the common faults of the smaller city daily and the weekly is the cluttering up of the pages with a variety of type styles in the heads. Papers are sometimes entered in front page make-up contests with as many as six or seven kinds of type in the captions! It is generally agreed by experts on newspaper typography that a headline schedule made up from one type family is sufficient. One family with its series is all the variety a paper needs.[1] How the different sizes of one family may be combined into a harmonious and beautiful headline schedule is shown by the scheme of the *New York Tribune*, which will be found in the Appendix. Virtually all headlines, credit lines, and captions in the *New York Tribune* are set in Bodoni.

Much of the confusion in the make-up of smaller papers results from the lack of sufficient type and a definite headline schedule. A systematic head scheme is just as necessary in the case of a smaller paper as in the case of a metropolitan daily. Neither the large nor the small paper can insure uniformity and cooperation between editorial and composing rooms without it.

For the main single-column head of a small daily, four decks will ordinarily be found sufficient. As a matter of fact, as far as the actual news value of a headline is concerned, two decks are enough. It is a question of whether people read more than the first deck or possibly the first two decks. In an effort to get some data on this subject, the Department of Psychology of Indiana University made a test of the reading habits of one hundred persons. They were allowed to look at a four-deck headline for two minutes and were then asked to reproduce the headline in order to show how much they were able to remember. They were able to reproduce 85 per cent of the first deck; 32 per cent of the second; 37 per cent of the third; and 24 per cent of the fourth. This seems to show that there is a steady decrease of attention as the eye proceeds down through the decks of a headline. The good showing of the third deck, of course, is accounted for by the fact that it is a display deck.

[1] All the variations of one type family constitute the series of that family, *e.g.*, Bodoni bold, Bodoni italic, Bodoni bold italic, Bodoni condensed, Bodoni expanded are among the variations in the Bodoni series.

In the belief that long headlines are a waste of space, the *Chicago Tribune, The Milwaukee Journal,* and the *New York Tribune* have cut down the main single-column heads to two decks.

Many small dailies use three 30- or 36-point lines for their first bank. This may be necessary for the street edition. For ordinary carrier distribution, however, a two-line 18- or 24-point deck should be ample. The use of larger type is a waste of paper. Newspaper headlines have become so large and complicated in the effort to outdo the other fellow that in many cases editors have lost sight of their news value.

A weekly paper should find two decks sufficient for its main single column headlines. A simple, truthful, short head is the ideal for a small paper. Unlike the city paper, the country paper is read in a leisurely manner. While the head should tell the story in an interesting way, it need not be a four-deck head giving a complete digest of the story because the average reader will glance through the story anyway.

Some smaller papers use a crossline for the top deck of all heads. There is no particular objection to this if the copy-reader has room enough to express an idea. In many cases, however, large type is used with the result that there is space for only one or, at the most, two words:

POWER PROJECT

Preliminaries Completed and Bids Being Prepared

HISTORY OF MOVEMENT

WHICH STARTED ABOUT FIFTEEN YEARS AGO— NOW A REALITY— LOCAL MEN HAVE WORKED HARD.

Instead of having a four-deck headline, it would be better to substitute a two-deck headline with a two-line drop as the first deck, and a pyramid of 12-point, upper and lower, as the second deck. The last deck of this headline illustrates a fault that is not uncommon among smaller papers, that is, the use of caps in the pyramid. Upper case is hard enough to read in the top deck; there is no valid reason for forcing caps upon the reader in a pyramid.

In addition to single-column heads, every schedule must have the banners and spreads that are required. The frequency with which these should be used, however, is a debatable subject.

One view of the matter is expressed by Charles C. Jenkins, managing editor of the Fort Williams (Ont.) *Times-Journal* who says:[1]

> I've studied the reader and find that he doesn't give a hang for the balanced make-up and fancy layouts that some editors waste so much time over. I'm strong for the streamer, topline and front page display.

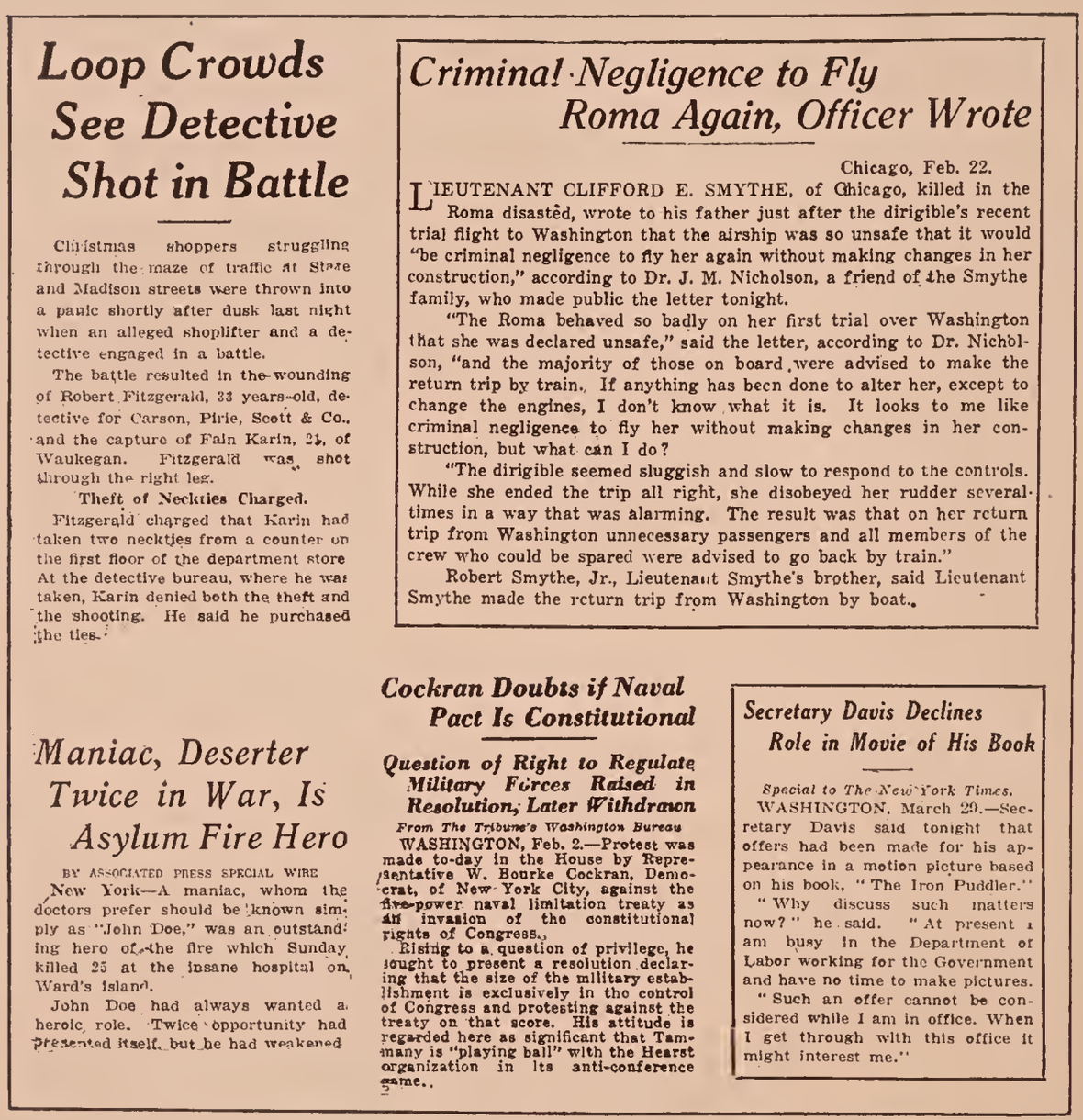
A more conservative opinion is expressed by H. P. McBride, managing editor of the *Virginia* (Minn.) *Virginian:*

> The only excuse for the streamer in a daily newspaper is to tell the world a story that can be told in no other way so well. We have found the streamer useful in telling a story that is of sufficient importance to warrant a good head that has come to the desk after the rest of the front page is practically doped out. Otherwise the streamer is a crime.

It is true, as Mr. McBride says, that the streamer without the basis of a good story, is a "crime." Yet many papers use it day after day and thereby make it entirely ineffective when the legitimate occasion for its use does arise. Overplaying the news is just as bad journalism as underplaying it. Both practices result in the loss of the reader's respect. Furthermore, it is decidedly important that a newspaper shall retain the reader's consistent attention, but this is impossible if the headlines are not in proportion to the value of the news.

[1] *City Editor and Reporter*, June, 1920, p. 12.

The ideal front page make-up is one that is balanced, but not artificially balanced, and varies from day to day. The constant use of a streamer does not make for variety and defeats its own end by daily use. On the other hand, a streamer may be justified in cities where street sales run high.



Loop Crowds See Detective Shot in Battle

Christmas shoppers struggling through the maze of traffic at State and Madison streets were thrown into a panic shortly after dusk last night when an alleged shoplifter and a detective engaged in a battle.

The battle resulted in the wounding of Robert Fitzgerald, 33 years old, detective for Carson, Pirie, Scott & Co., and the capture of Fain Karin, 24, of Waukegan. Fitzgerald was shot through the right leg.

Theft of Neckties Charged.

Fitzgerald charged that Karin had taken two neckties from a counter on the first floor of the department store. At the detective bureau, where he was taken, Karin denied both the theft and the shooting. He said he purchased the ties.

Criminal Negligence to Fly Roma Again, Officer Wrote

Chicago, Feb. 22.

LIEUTENANT CLIFFORD E. SMYTHE, of Chicago, killed in the Roma disaster, wrote to his father just after the dirigible's recent trial flight to Washington that the airship was so unsafe that it would "be criminal negligence to fly her again without making changes in her construction," according to Dr. J. M. Nicholson, a friend of the Smythe family, who made public the letter tonight.

"The Roma behaved so badly on her first trial over Washington that she was declared unsafe," said the letter, according to Dr. Nicholson, "and the majority of those on board were advised to make the return trip by train. If anything has been done to alter her, except to change the engines, I don't know what it is. It looks to me like criminal negligence to fly her without making changes in her construction, but what can I do?

"The dirigible seemed sluggish and slow to respond to the controls. While she ended the trip all right, she disobeyed her rudder several times in a way that was alarming. The result was that on her return trip from Washington unnecessary passengers and all members of the crew who could be spared were advised to go back by train."

Robert Smythe, Jr., Lieutenant Smythe's brother, said Lieutenant Smythe made the return trip from Washington by boat.

Maniac, Deserter Twice in War, Is Asylum Fire Hero

BY ASSOCIATED PRESS SPECIAL WIRE

New York—A maniac, whom the doctors prefer should be known simply as "John Doe," was an outstanding hero of the fire which Sunday killed 25 at the insane hospital on Ward's island.

John Doe had always wanted a heroic role. Twice opportunity had presented itself, but he had weakened

Cockran Doubts if Naval Pact Is Constitutional

Question of Right to Regulate Military Forces Raised in Resolution, Later Withdrawn

From The Tribune's Washington Bureau

WASHINGTON, Feb. 2.—Protest was made to-day in the House by Representative W. Bourke Cockran, Democrat, of New York City, against the five-power naval limitation treaty as an invasion of the constitutional rights of Congress.

Rising to a question of privilege, he sought to present a resolution declaring that the size of the military establishment is exclusively in the control of Congress and protesting against the treaty on that score. His attitude is regarded here as significant that Tammany is "playing ball" with the Hearst organization in its anti-conference game.

Secretary Davis Declines Role in Movie of His Book

Special to The New York Times.

WASHINGTON, March 29.—Secretary Davis said tonight that offers had been made for his appearance in a motion picture based on his book, "The Iron Puddler."

"Why discuss such matters now?" he said. "At present I am busy in the Department of Labor working for the Government and have no time to make pictures.

"Such an offer cannot be considered while I am in office. When I get through with this office it might interest me."

FIG. 3.—Varieties of italic headlines used to brighten up the page.

In metropolitan centers, where street sales are large, a cut in sales is often attributed to an unusually tame make-up compared with the opposition's exceptionally daring splash. Street sales in smaller cities, however, may be left out of consideration.

Within the last few years many of the more enterprising papers have included italic headlines in their schedules. These

headlines are used especially for feature stories and for boxes. This innovation has not met with the approval of some typographers who point out that italic type was originally designed for emphasis and that the promiscuous use of italics defeats its own purpose. It is doubtful, however, if this argument has much weight with the newspaperman who sees the immediate brightening-up of the page that results from the use of italics.

Some papers have fallen into the error of using all caps italic heads. Italic capitals are not easily read and should not be used alone. Among the type families best adapted for italic headlines are Caslon, Bodoni, Cheltenham, and Century. Either bold and light-face italic may be used depending upon the type dress of the newspaper.

While most papers use italic heads for feature stories and boxes, others use them generally throughout the paper for the sake of contrast with the other headline type. Especially at the tops of columns italic type can be used with good effect to break up the monotony of the regular top-of-the-column head. The Philadelphia *Public Ledger* uses italics for its jump head. *The Indianapolis News* uses italic for headlines over its editorials.

Body Type.—There are four factors that determine the legibility of type: (1) The style or family of the letter; (2) size; (3) length of the lines; (4) background or nature of the print paper.

The selection of the body type deserves as much care as the selection of the headline type. Many papers have faces exceedingly light in weight and with no character that makes for easy reading. Such faces require opening up, that is, the first half dozen lines have to be leaded to start the reader's eye easily into the body of the article. The mind cannot absorb what the eye does not see, and consequently if a paper is not easy to read, or if the character of the type is poor, the reader's attention is lost instead of concentrated. The type faces now used by the *Minneapolis Tribune The Milwaukee Journal,* and *The Christian Science Monitor* are worth careful study. In fact, these papers, with their harmonious typo-

graphy all the way through, are attractive and leave a pleasing impression on the reader. The *Minneapolis Tribune* and *The Milwaukee Journal* are perhaps more "Characterful" than the *Monitor* with its subdued tone.

Many papers one-point lead their news matter; some run it solid, and some two-point lead it. But leading cannot make any face legible. Century or Scotch-Roman, for instance, set seven on seven is more readable than some other faces with one- or two-point leading.

In the opinion of E. G. Myers, Technical Counsel for the Trade Press Publishing Company, Milwaukee, a news face should have no fine lines, no arched letters that have the appearance of fading away, and a pronounced serif. It should not be too condensed but still condensed enough set-wise to avoid hand spacing. Some faces will space out nicely; others require a vast amount of hand spacing. This takes the operators' time, cuts down production and creates "rivers" in the print. Seven-point Century expanded is a good news face.

Not only the face of body type, but also its size deserves the most careful consideration. Because of the general use of small type, newspapers are accused of being contributing factors to the impairment of vision. A statement recently issued by the National Committee for the Prevention of Blindness says:

> The use of type smaller than 10-point not only has a harmful effect on the eyesight of the reader, but often defeats its own purpose by repelling the potential reader who realizes that the reading of such type hurts or tires his eyes.

The committee asserts that the amount of money lost by advertisers and publishers through the waste circulation that results from the use of small type faces is probably greater than the cost of extra paper stock necessary if larger type were to be used. A recent educational body in England conducted a similar investigation and reported that 10-point should be the minimum size for educational purposes. It may be observed in this connection that English papers not only use

a more legible type face but set no news in type smaller than 7-point. All important news is leaded. English publishers who have visited the United States have invariably commented on the small type sizes in use here.

There has been a steady improvement in the last hundred years in the type sizes of books. While it was the fashion in the early nineteenth century to issue books with torturing fine print, publishers now advertise their books as easy to read. Magazines, also, have long recognized this phase of public taste. Overthrown in books and magazines, fine print is making its last wavering stand in the newspaper.[1]

Every newspaper should observe a definite ratio between type sizes and length of lines. Eye tests have shown that the eye actually sees at a glance less than an inch of type. Hence, long lines require extreme side movements of the eyeball or of the head. The late Benjamin Sherbow, who designed the typography of several of the largest newspapers, in his book on "Effective Type-use for Advertising," says that a line of 6-point should not exceed the maximum length of 10 picas. He gives the following table for the length of lines:

Type size	Minimum in picas	Maximum in picas
6 point	8	10
8 point	9	13
10 point	13	16
11 point	13	18
12 point	14	21
14 point	18	24
18 point	24	30

[1] For an interesting discussion of the need for reform in type sizes and type designs see the chapter entitled "Types and Eyes: The Problem" in "The Booklover and His Books" by H. L. KOOPMAN. Investigations have shown the appaling waste of time and brain effort because of the low visibility of important vowels such as "e" and "a." Tests have shown that the letters e, a, x, and o are poorest in visibility while the m, w, d, j, l, and p are best. It is urged that the letters lowest in visibility be altered.

Jump Heads.—In the attempt to make the first page something of a bulletin board for the whole paper, newspapers are forced to continue some stories from page one to inside pages. In one way it is regrettable that this has to be done for it is undoubtably true that very often readers are discouraged from following a story to its conclusion. On the other hand, in order to present a variety of news, it is necessary to crowd more stories on the first page than would be possible if there were fewer heads and no runovers. For the convenience of the reader, regular news heads should not be employed over the parts of stories that have jumped from page one. A distinctive head that brands the jump and permits the reader to find it quickly without effort is desirable. The *Detroit News* has a well-arranged jump head:

Concluded From Page One

ASK ARMAMENT BY AGREEMENT

The box effect is also used by *The Milwaukee Journal:*

State Cities Snowed Under; Loss Heavy

[CONTINUED FROM PAGE 1]

The jump head of the *Chicago Daily News* is distinctive:

RAPS "UNION CROOKS"

[Continued from First Page.]

A new idea in jump heads has been worked out by the *Evening Standard,* of New Bedford, Mass., which has substituted numerals in place of the usual abbreviation or paraphrase of the story. The first story on page one which is jumped carries at the breaking off place, instead of the usual slug "Continued on Page Two," this line set up in 7-point black face: (No. 1 Continued on Page 2). Turning to page two the reader finds the following box head:

Number One

Continued from Page One

The second story jumped is No. 2, and so on. As the *Standard* avoids breaking stories as much as possible, jumps from the first page do not carry the numerals high. In its Sunday edition, since the paper follows this system in all sections, the figures run into the twenties.

The box head carried on the jump is small enough to make a real saving in space over the old-fashioned runover, and yet is big enough to be found. The "Number One" is set in 24-point light Bodoni. From a mechanical point of view there is no doubt of the superiority of the numeral system, according to George A. Hough Jr., news editor. Mr. Hough says:

We formerly wasted much time setting runovers that were never used. Our system was to set a jump for every story that went upstairs scheduled for page one.

Of course, most of these were relegated to the inside as we pushed later and later news ahead. Where single column heads were concerned only time in setting was wasted. When runovers were needed for big heads, a copyreader had to figure out one that would convey the sense of the first page lines in the more limited space.

At edition time we often found a story that was needed for the first page without a runover. Carelessness was occasionally responsible for this. More often we had a little hole to fill. Then there was running around to get the jump written and then set. Time and energy were being wasted. There was confusion that could be eliminated.

The numeral system swept away these difficulties. It saved confusion and time. Where we had been setting runovers we began to set new heads. We got more stuff into the paper and we got it in with less effort and confusion.

The make-up man has two trays beside his first-page form. One contains, arranged in order, the "continued to" lines referring the reader to any page we may choose. In the second tray are the pick up numerals, "Number One," "Number Two" and so on. The operation of carrying a story over a page is a simple and quick mechanical one.

So much for the mechanical side. The make-up men who greeted the innovation with the derision most folks have for something novel are unanimous in their approval now. Any objection to the numeral system must come in its relation to the newspaper reader.

Our introduction of the new system was met with some grumbling outside. But no one ever gave our runovers as a reason for stopping the newspaper. Neither did anyone ever write us in protest.

Checking up among the editors we discovered that every protest was paired with a word of praise. We are satisfied that the people who thought they weren't going to like the idea have found it just as good as the old system. There are several good grounds for believing that they are finding it has real advantages.

The numeral system is mathematically exact. The reader can't miss his runover. He leaves Number One and turns to Number Two. Could anything be easier? We try to arrange so that the runovers carry numbers in sequence as the stories appear on the outside page. And on page two we plan to have them placed numerically from left to right so that they can most quickly be found.

We have been told that the numeral system discouraged people from following a story off the first page. We have never had it proved. Those who quit under the new system had as much reason to quit under the old. But if a story isn't interesting enough to be followed to the end, we refuse to blame any system of runovers. The trouble is with the editors and reporters who prepared the story.

Credit for the runover idea, however, does not belong to us, although the *Standard* is the largest newspaper to try it. An efficiency expert first made the suggestion. We scoffed at him, studied the idea, and now beg his apology. One or two small newspapers have utilized the idea, we believe, with equal success.

Another advantage that Mr. Hough claims for the numerical system is that its mechanical efficiency enables the *Standard* to print more news in any given edition than was possible under the old system. He says that the system saves confusion and lessens the demand on the head machines.

CHAPTER X

MAKE-UP

Our discussion so far has been concerned with the editing of copy and with the writing of headlines. It was pointed out in a previous chapter that one of the functions of a headline is to advertise the story. But no headline, no matter how cleverly phrased, can advertise a story unless it is placed where it will be easily seen and read. In other words, the writing of the headline is only half of the job. There still remains the task of displaying the news.

The importance of newspaper make-up is generally underestimated, especially on smaller papers. Too often it is entrusted to printers who have no other interest than to get the paper out as quickly as possible. Make-up is as important as news gathering or news editing or any other factor in newspaper production. Some newspapers by their bright, clean, legible, well-placed ads and news matter, literally coax you to pick them up and read them, while others, by their cluttered, disorderly, illegible appearance, make you feel that they could not possibly have anything of interest for you. The quality of the news and editorial matter is more than likely to be judged by the make-up. The judgment may be formed subconsciously as a result of what psychologists call the law of first impression, but nevertheless, it will be formed if the paper does not meet the instinctive requirements for typographic beauty. Not only the reader, but the advertiser as well is impressed unfavorably. The carelessness of smaller papers about their make-up has been no slight factor in diverting foreign advertising appropriations from the country paper to metropolitan papers and national magazines, according to the statement made by a representative of an advertising agency at a recent convention of the Advertising Clubs of the World.

Make-up is as important in the case of the newspaper that is thrown on the front porch or is sent through the mails as in the case of the paper that is displayed on the newstands or sold by the newsboy. The difference is merely relative, in the size of the headlines; the problem of typography remains the same.

Making-up from a Dummy.—Obviously there are two methods of making-up the paper. One is to take the galley proofs of news and ads and carefully prepare a dummy which will show where every story is to be placed. The other way is to go to the stone with proofs in hand and with a mental picture of what the front page is to carry and then direct the printers in the placing of each story. This method makes it necessary for the city editor or the news editor to spend a considerable amount of time at the stone and usually results in many stories being placed where they will fit rather than where they ought to go. The first method produces a carefully planned, attractive make-up. It is the method used by most metropolitan papers. This is the way it is done:

As the advertising is taken in, each ad is given a keyline by the man who is responsible for the advertising make-up. He also lists the size of the ad. After all the advertising is in, with the exception of classified ads, for which an average space allowance is made, he totals his display advertising, and then consults with the managing or news editor as to the number of pages. An attempt is made to have the same amount of reading matter daily, as far as this is possible.

He now proceeds to lay out his advertising, allowing a fair share of reading matter on each page, and a greater amount on such pages as editorial, sports, markets, etc. These advertising layouts are made on dummy sheets, 8 by 11 inches, ruled into eight columns and scaled to represent actual column inches. The advertising make-up man then marks size and location of ads on these dummy sheets (see Fig. 4), after which they go to the forms so that the advertising can be laid out while the news is still trickling through.

The advertising make-up man then takes another dummy sheet for each page, marking it to show the amount and location of news space remaining. These dummy sheets are sent

to the make-up or news editor who proceeds to lay out his news. He has galley proofs of all news matter on which he has indicated the length in inches of the longer stories. A

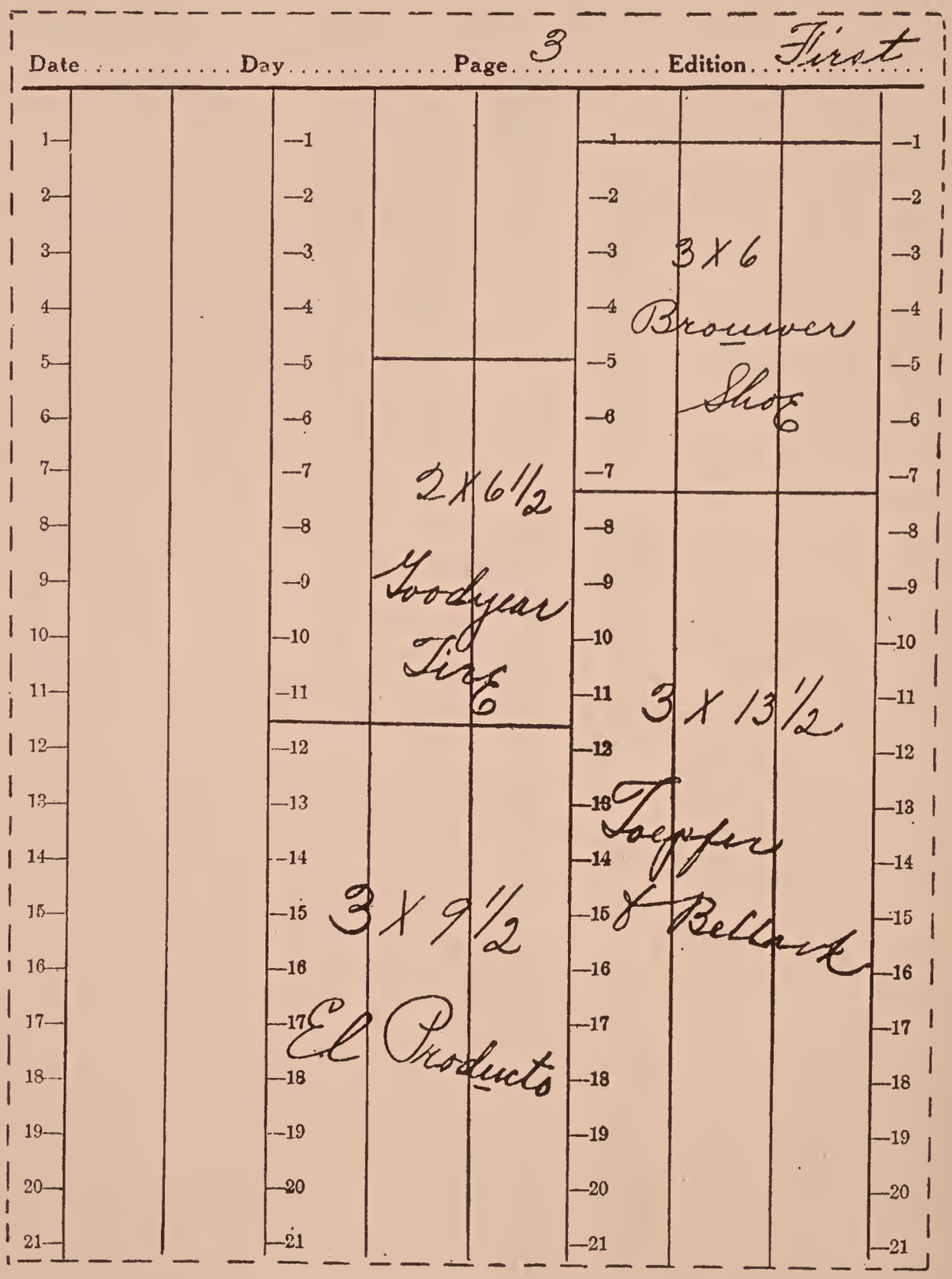


FIG. 4.—Dummy for advertising.

glance through his proofs and his dummy sheets will show him where the stories can be most advantageously placed, according

to length and news value. He puts the galley numbers of proofs on the dummy sheets to indicate the position of each

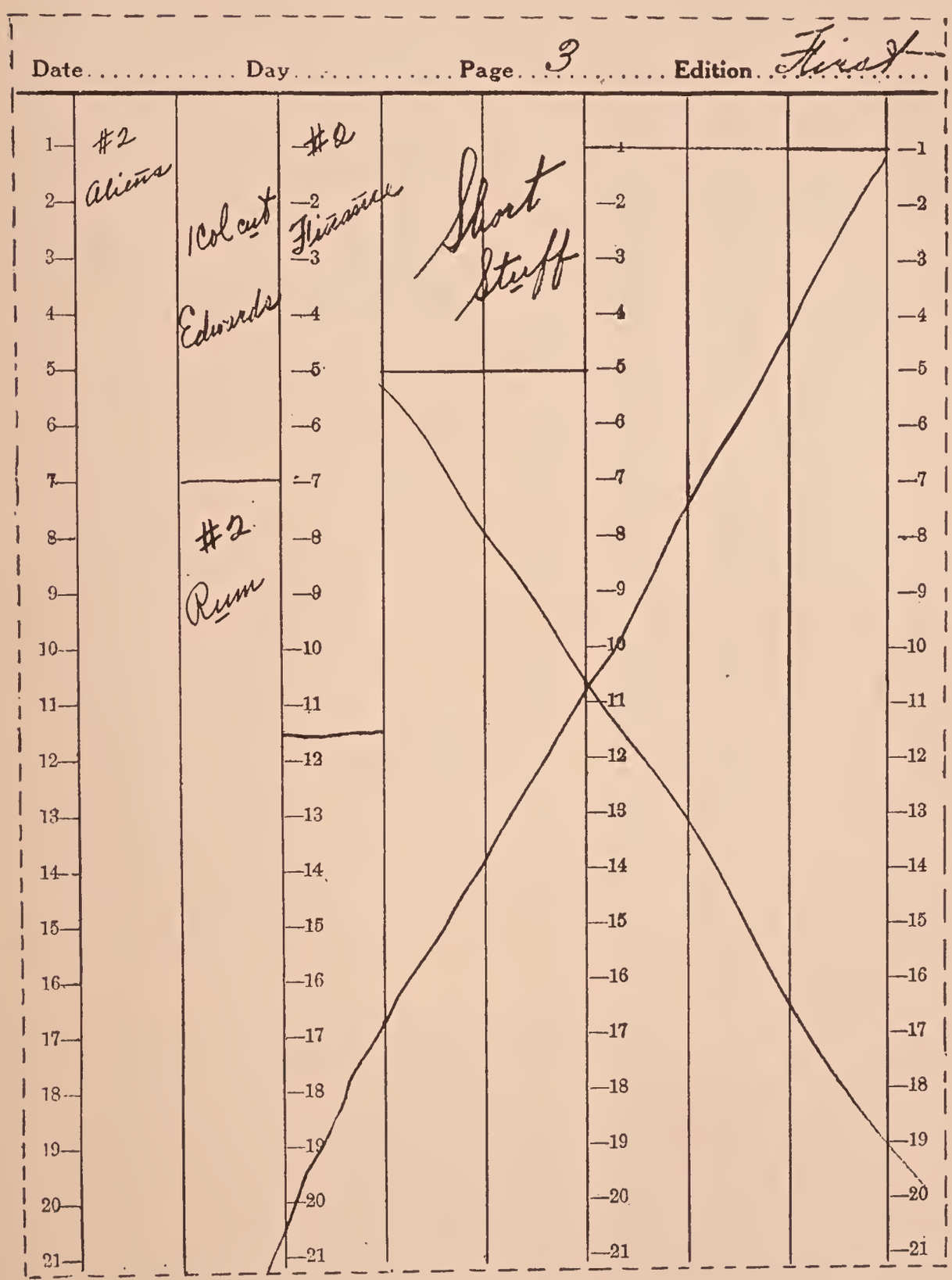


FIG. 5.—Dummy for news.

story (see Fig. 5). A goodly share of short news articles are always at hand to fill out the pages.

All that is left for the printers to do is to follow the dummy sheets and the make-up or news editor can concentrate his attention on the front page make-up.

On a small daily or weekly paper the city editor usually makes up both news and advertising. The *North Side Citizen* of Chicago has worked out a simple and efficient system which was recently explained by the editor, Carl E. Roth, at a meeting of the Illinois Press Association. Mr. Roth said:

Our news editor takes in all copy, both ads and reading matter. Two galley proofs are made of all reading matter—one on white and one on yellow paper. The yellow is cut up, with the galley number marked in crayon on each item, and used for pasting up a dummy. The white proof goes to the proofreader. As each display ad comes in it is put on a list with the size indicated before the copy goes to the composing room. This makes it a simple matter to add up the total number of inches of display advertising, so we can, at any time quickly decide how many pages to run. When the news editor begins to make-up, that is, of course, the first thing he does. Having determined how many pages there will be he begins to mark out on a dummy sheet of paper, the same size as the newspaper, the exact size and position of display ads. As soon as an ad is placed, it is stricken from the list. This is followed until every display ad is placed. These dummies are then turned over to the composing room so all display ads can be placed or provided for while the galleys of reading matter are being read and corrected. When press time approaches the news editor gets the dummies and pastes on the yellow proofs, leaving space for the feature heads which are set last.

As to the classified ads, plenty of space is left for them, and if, occasionally, we do not have exactly the right amount of current news to fill up, we fill up with time or filler material. We always keep a variety on hand, set up in our own type. Our classified page is the last one made up. When the printer makes up the pages as per the pasted-up dummy given to him, any executive can check up and O.K. the page proofs. Really, when the news editor has finished marking up the dummies, he can, so far as the edition is concerned go to lunch, golf, the ball game, home for a nap, or do anything he wants to. Why not? Has he not himself placed all the ads and reading matter? Perhaps he has even shown his dummies to the editor, who has either O.K.'d them or suggested a few changes.

The mechanic in the composing room need but make up the pages in accordance with the dummies. His foreman can check up and O.K. the page proofs.

It is important that our paper be made up with as little confusion as possible. Our method puts the brain work of making-up in the office, where it belongs, and the mechanical work in the composing room where it belongs. Emancipate yourself from putting in golden time, puttering at the stone with the printer to see if this or that article fits a given space. Our methods eliminate bad errors in the make-up. By having a regular system the entire force becomes familiar with it so in case of sickness or accident, substitutes can carry on.

After all ads and reading matter are set, read and revised, it is a very simple matter for the mechanical labor to follow dunce-proof instructions.

Front Page Make-up.—The rectangular form of the newspaper page is not the result of accident but is based upon the ancient Greek law of the golden oblong. This Greek law prescribes that in all art work the proportion shall be as three is to five. In the placing of anything within this rectangle, be it a medallion, a picture, an advertisement, or the reading matter and headlines of a newspaper, two laws operate, the law of balance and the law of contrast.

In some types of make-up these laws are ignored. In others one of the laws or both are observed. There are five different kinds of front page make-ups:

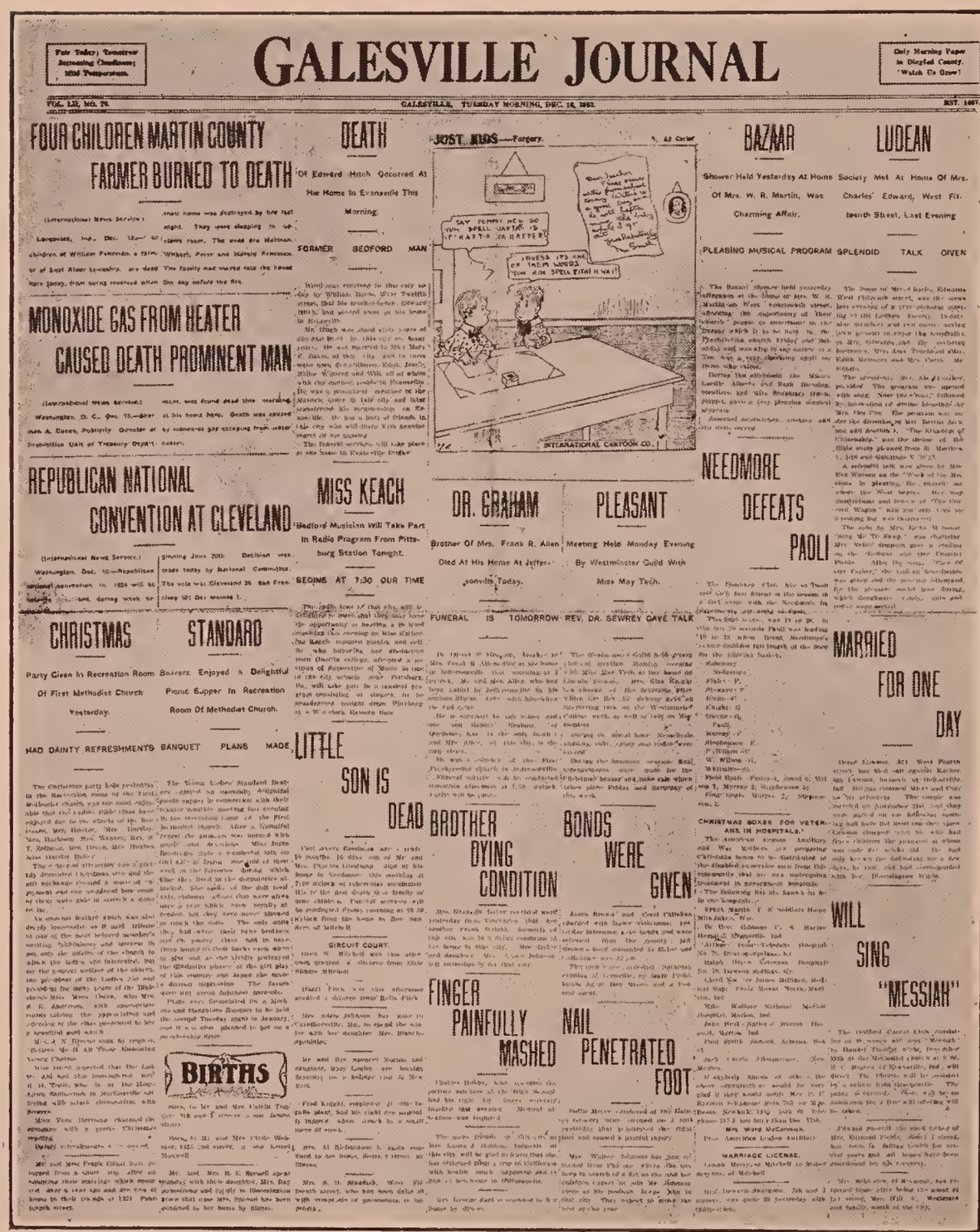
a. The helter-skelter.
b. The dissymmetrical.
c. The top of page balance.
d. The perfectly balanced page.
e. The page with contrast and balance.

The make-ups referred to under *a* and *b* emphasize contrast. *c* and *d* stress the element of balance. *e* involves both contrast and balance.

1. *Contrast.*—Both the helter-skelter make-up and the dissymmetrical make-up are without typographical symmetry. While the helter-skelter is accidentally so, the other is planned

that way in order that the page may present an unconventional appearance.

The helter-skelter make-up is seen in papers that pay no attention to the placing of heads. The front page is a confused


GALESVILLE JOURNAL

FOUR CHILDREN MARTIN COUNTY FARMER BURNED TO DEATH

MONOXIDE GAS FROM HEATER CAUSED DEATH PROMINENT MAN

REPUBLICAN NATIONAL CONVENTION AT CLEVELAND

DEATH

MISS KEACH

CHRISTMAS

STANDARD

LITTLE SON IS DEAD

BROTHER DYING CONDITION

BONDS WERE GIVEN

FINGER PAINFULLY MASHED

NAIL PENETRATED FOOT

BIRTHS

JOST KIDS—Forgery.

INTERNATIONAL CARTOON CO.

DR. GRAHAM

PLEASANT

BAZAAR

LUDEAN

NEEDMORE DEFEATS PAOLI

MARRIED FOR ONE DAY

WILL SING "MESSIAH"

FUNERAL IS TOMORROW REV. DR. SEWREY GAVE TALK

Fig. 6.—An example of helter-skelter make-up.

jumble of type sizes and families. The reader's eye is wearied in the attempt to adjust itself to the kaleidoscopic chaos of the page. Such a make-up is to be condemned because it is tire-

some for the reader and makes needlessly difficult the task of perusing a newspaper.

FIRST SECTION

THE IONIA COUNTY NEWS

CHRISTMAS NUMBER

A Newspaper Devoted Solely to Service in the Community in Which it Circulates

Volume 3. TWENTY-FOUR PAGES Ionia, Michigan, Thursday, December 6, 1923 PAGES 1 TO 8 No. 6

THIS STORM IS NOT RESULT OF THE ELEMENTS

Barry Insurance Company Begins Big Legal Battle in the Courts

LIBELOUS STORIES CIRCULATED, CLAIM

Would Collect Damages To Reputation Caused by Rival Company

A suit of slander for $250,000, a quarter of a million dollars, was started in the circuit court in the county of Barry on Thursday of this week. The Michigan Mutual Wistkeeper Insurance company of Hastings is the plaintiff and the State Cyclone Insurance company of Lapeer is the defendant.

This will be one of the largest and most important civil cases ever in the courts of Michigan, according to a number of leading attorneys of the state. Attorney Charles E. Ward of Grand Rapids and Attorney Burritt Hamilton of Battle Creek are representing the plaintiff.

The declaration in this case was filed this week. A representative of the Ionia County News was first to call for a copy and reveal the facts as alleged in the document in the matter of this paper.

The Halleran Detective agency of Grand Rapids secured the affidavits, which number a hundred or more, for the plaintiff's attorneys.

It is alleged that on or before the first day of January, 1923, the said defendants entered into a conspiracy to injure the business and reputation of the plaintiff by uttering false, scandalous and defamatory statements of and concerning plaintiff and its financial and business standing, thereby to induce persons holding policies issued by the plaintiff to lose confidence in and become suspicious of its financial standing and responsibility; so that said policy holders would withdraw from plaintiff and cancel their policies and so that other persons who might receive policies issued by plaintiff would refrain from doing so for like reasons.

It is claimed in the declaration that the defendants so on about the first day of January, 1923, began to injure the business and reputation of plaintiff. An injunction was secured at that time supposedly to put an end to the slander, but it is alleged that it was deliberately forwarded to even further damaging results.

From the affidavits secured from policy holders throughout the state such statements are given to the declaration "that before the said cause, the business standing, credit and reputation, and in its said business, and is suspected of being insecurely irresponsible and unsafe as a company to be insured with, and of conducting an immoral affair, and its business suspected to be conducted by dishonest and criminal officers and agents who are guilty of dishonest, immoral and criminal conduct in con-

(Continued on Page 4)

Superintendent Tower of Muskegon Schools to Speak to M.E.Men

H. H. Tower, superintendent of schools of Muskegon, will be the speaker at the Methodist men's dinner banquet next Tuesday night. The affair will be the second get together of this nature this season. It will start promptly at 6:30 o'clock.

This chap is a live wire organization and has secured fifty of the young business men of the city. Howard Lavelson is the president. He will act as toastmaster of the "feed." Rev. C. J. Kruse, pastor of the Methodist church, is the leader of the group.

Mr. Tower is a splendid speaker. His wide experience during the world war had it a fine topic to base his talk at a meeting as this.

Following the banquet will talk on Tuesday night there will be a surprise for a couple of hours. This will not be divulged until at the time it is sprung.

Business Women to Have Unique Juvenile Christmas Gathering

The Ionia Business Women's club will have a unique Christmas party on next Monday evening. It will be a juvenile affair, a time when all the members will attend dressed as the their childhood days to enjoy a holiday party.

There will be a real fireplace, a live Santa Claus, special music, gifts for all. It will be strictly a "kid" event.

The gifts will be returned following the party and turned over to the Welfare league for giving Christmas cheer. Mrs. Fannie Alexander of the Orpheum theater is chairman of the committee. It will take place at the K. of P. hall.

Legion Christmas Tree to Provide Cheer for Kiddies

Ionia is to have a real community Christmas tree. Every youngster in the city, with no class distinction will be given a bag of candy by the John F. Girard post, No. 39, American Legion. The organization made final plans at its meeting Wednesday night.

The American Legion will work in conjunction with the Welfare League of Ionia, of which Mayor Fred W. Green is chairman.

Commander Glenn Matthews appointed Lloyd T. Smith, principal of the high school, as the general chairman of the Community Christmas tree committee. Working with Chairman Smith will be C. Raymond Darby, past adjutant, D. C. Mellinger, who will secure the tree, Leonard Swanson, who will supervise the lighting and decorations, Fred Seward, who will look after the contributions, William C. Storey, jar the gifts, and Percy Skinner.

A committee from the ladies' auxiliary of the American Legion will work in conjunction with the general committee. The whole committee will have a meeting next Monday at the library.

It is planned to have a program the night before Christmas with a real live Santa Claus who will distribute the gifts. At least a thousand youngsters, and perhaps more, will be served with candy. The singing of Christmas carols will be a feature.

The tree will be lighted starting the week before Christmas and during the week of Christmas and New Years.

At the legion meeting last night Leonard Swanson was appointed general welfare officer of the post by Commander Glenn Matthews. The first case for consideration of additional compensation from the government will be that of Clyde Greenwalt, who was gassed overseas and is in a delicate condition at present.

Alimony Fees Total Over $13,000 During Past Twelve Months

During the past year, the county clerk, William H. Dilley, has mailed $13,242.50 in alimony fees. This involved a tremendous lot of work for the clerks at that office. It means a great deal of bookkeeping for the amounts are on the average around $3 to $5.

Such procedures as these have caused much additional work in the county clerk's office. It has been just eight years that the Ionia county office has been collecting such fees for the circuit court.

County Clerk Dilley is called on for all kinds of information. Just received through the mail this week a letter from a man requesting Mr. Dilley to investigate how his money was being spent. He wanted to know if his wife and her sister were using it to pay for a photograph on the installment or whether the money was being used for the support of the children.

Help Welfare League Fill Up Stockings and Christmas Baskets

Members of the Welfare League, whose work in this city is akin to the finest service that can be rendered to humanity, state that the filling of the Christmas stockings will begin shortly. Those who desire to help fill the stockings this year are asked then, pronouncing Saturday of this week, at the home of Mrs. A. B. Moore, 258 East Washington street.

There will be an added number of stockings this year and it is urged that every woman, who can see her way clear to fill two or three or more call up Mrs. Morse Saturday, or any day thereafter and secure the quota she feels she can take care of. All stockings must be back in the hands of the committee by Saturday, December 22nd. This is a season when service in the community counts. Make your Christmas a little more human this year by helping the little folks to have an enjoyable time.

Work this year will be similar to that of previous years.

Ronald Grange Elects Leaders for Another Season of Activities

The Ronald grange is again on for a year's work. The officers of the past year have been elected and the organization is planning on larger and greater activities for 1924. During the year 1923, the grange has grown to be a stronger and more helpful benefactor to the community.

The officers recently elected were as follows: George Edwards, master; Burton Partridge, overseer; Mrs. Ella Partridge, lecturer; John B. Welch, steward; Lester Dodd, assistant steward; Mrs. Myrtle Hudson, chaplain; Charles C. Lacy, treasurer; A. E. Stout, secretary; Robert Evans, gate keeper; Mrs. Ollie Lacy, Ceres; Miss Olive Grange, Pomona; Miss Ouldee Warner, Flora; Miss Hazel Brooks, lady assistant steward.

GREEN NAMES CHAIRMEN FOR COUNTY DRIVE

Sunday, December 9, Set For Opening Harding Memorial Campaign

ATTY. J. CLYDE WATT HEADS LOCAL FORCES

Expected That Quota For the County Will Be More Than Subscribed

The Harding Memorial campaign will start Sunday, December 9, and Ionia today will have an important part. Mayor Fred W. Green, appointed by the state chairman, W. W. Potter of Lansing, has the local chairmen appointed and the work is going forward.

The Harding Memorial association is incorporated under the laws of Ohio. The incorporators are twenty-six in number and at the present time constitute the association.

The association was incorporated for the purpose of erecting a memorial to Warren Gamaliel Harding, twenty-ninth president of the United States.

The letters of incorporation give authority for Frost and maintain in perpetuity at Marion, Ohio, a mausoleum wherein to place the remains of the late President Harding and of Florence Kling Harding, his widow, when she shall have passed away; and hold in perpetuity, by deed, gift or purchase, the necessary real estate on which to lay out roads, ways, places and parks for its proper improvement and beautification.

To acquire the home of the late Warren Gamaliel Harding, on Mount Vernon avenue in Marion and such other property as is deemed necessary for convenient into a shrine wherein will be preserved in perpetuity memory and understanding, and to uplift all people of the United States may go for inspiration.

Endow a Warren Gamaliel Harding chair of diplomacy and functions of government with such existing universities.

The amount of money thought to be

(Continued on Page 4)

Guard Who Shot and Nearly Killed Autoist Freed by Judge Hawley

Truman Rolfe, the Michigan Reformatory guard who shot Benjamin Soolman, 21, of Stanton, when he was took him for an escaped convict on the night of April 21, 1923, was released on a writ of habeas corpus by Judge Royal A. Hawley in circuit court last Monday.

Owing to the uncertainty of Soolman's fate, who lies in Blodgett Memorial hospital at Grand Rapids, partially paralyzed from the effects of the gunshot wound which penetrated his spine, there seemed to be no reason for holding Rolfe any longer. He had spent three weeks in the county jail.

Judge Hawley stated that it was a delicate case and that Rolfe had been held a reasonable length of time and that no charges could be placed against the respondent until if the grave at Solomon's death.

Attorney Harry Gemmell gave no opposition to the writ, stating that holding could be done until such time as the boy's death. Attorney E. A. Cottrell, appearing for Rolfe, stated that the respondent would be ready at any time to appear before the court if called.

Mr. Rolfe's wife and mother were with him in the court room. A number of spectators were present.

Popular Belding Grid Player Succumbs to Injuries of Practice

The football season of 1923 in Ionia county is marred by one death. The local gridiron boys are mourning the loss of a Belding player, who died Tuesday.

Llewellyn Little, 18, eldest son of Mrs. E. C. Little of Belding, was buried on Thursday afternoon of this week. It all came about as the result of injuries received about a week ago while he was engaged in practice.

He suffered a broken shoulder. His condition grew serious last Sunday when it was discovered he was suffering from lung congestion. He was given treatment for pneumonia, but his condition kept on getting more critical until death.

He was a student of the high school and took an interest in all the activities. He was a live wire and active in many organizations.

The funeral was held from the late residence at Belding on Thursday afternoon. Besides the mother, five brothers and sisters survive.

Halloran Agency Gets Evidence in Big Damage Suit

Below is a likeness of John Halloran, of Grand Rapids, head of the Halleran Detective Agency that gathered all of the information used as a basis for the $250,000 suit instituted in the courts of Barry county this morning against the State Mutual Cyclone Insurance company of Lapeer.

The Ridgeton is one of the largest to be started by the Michigan courts in years and Mr. Halloran is certain that the evidence secured by his company will be conclusive.

Halloran will be remembered for his work in Ionia county in December, 1918, when he succeeded in unearthing the clues that led to clearing up the murder of aged John Sinatry, recluse of the wilds north of Lincoln's corner, who was found one night near his little shack wounded unto death. An investi-

John Halloran

gation by J. Clyde Watt and Mark Hopwood, prosecuting attorney and sheriff of Ionia county at the time, satisfied the local authorities that Sinatry was the victim of hold-up men, although for two or three days it was believed he had fallen and injured himself while on his way home from work.

Halloran was called in and after working on the case a week or two succeeded in getting a confession from three men who confessed they had attacked Sinatry to steal money he was supposed to be carrying with him at the time. The three men were sentenced by Judge Frank D. M. Davis to life imprisonment at Marquette Lately Glen Sleeper completed the sentence of Charles Ward, youngest of the trio, to five years, and a few weeks ago Ward was released and he now back in Ionia county.

Halloran's work in this case was remarkable, as he has his work been in solving some of the greatest crime mysteries in Western Michigan during recent years.

Kramer Gets 6 Months and Fine of $500 for Bootlegging in Shire

Carl Kramer, North Plains township farmer, convicted of an offense against the prohibition laws, was on Saturday sentenced by Judge Royal M. Hawley to spend six months to one year in the Michigan Reformatory and to pay a fine of $500. The court recommended he be confined nine months.

Before passing sentence the court questioned Kramer at some length regarding his operations and stated he felt that a previous conviction of a like offense had not deterred him whatever. The court made it plain that the laws are made to be respected and to insure that following the completion of his term Kramer would go the straight and narrow. He was to begin serving his sentence Monday.

History of Company H, 126th Infantry is Requested by Hdqs.

Captain Miller of Company H, 126th Infantry received an order from Col. J. B. Stanton, commanding officer of the 126th Infantry, requesting a history of the company here to be used for publicity purposes.

At the regular drill and meeting held Monday night, Corporal Harry Lee was detailed to get the necessary information. The history will be written here and forwarded to the commanding officer.

READY LETTER WRITER STILL BUSY IN CITY

Religious Crank Resorts To Forwarding Marked Copies of "New Menace"

FATHER McCARTHY LATEST RECIPIENT

Believed Deliberate Attempt Being Made to Arouse Religious Strife

Anonymous anti-Catholic papers are making the rounds of the whole town of Ionia. Not only have Rev. C. J. Kruse, pastor of the Methodist church, and Rev. J. H. Cress, pastor of the Presbyterian church, received such communications, but the Rev. Father H. D. McCarthy of SS. Peter and Paul church.

It seems that some fanatic is anti-Catholism has employed this method of warping the thrivees of their actions. It is believed that the person mailing the papers has been spotted and that he is not a member of either of the three churches involved.

The first copy of the "New Menace" received by Fr. McCarthy had many lies in the issue heavily underscored. The writing was apparently that of the same one who forwarded the papers to Rev. Kruse and Rev. Cress. It is very poorly written, revealing the fact that the sender is not a well educated man, according to the language and the arrant of the pen.

Father McCarthy says the papers are aiding him to fill his below and he suggests that if the sender has any more similar communications of this nature that he forward them immediately so they can be boiled.

It was evidently the aim of the sender or senders to get some of the anti-Catholic stories before Fr. McCarthy and to discourage the Methodist and Presbyterian ministers of associating or having anything to say of a friendly attitude toward the Catholic church.

Some have been of the opinion that the papers came from the Ku Klux Klan, but this is not believed to be the case according to the victims of the poison pen.

Memorial Windows Banned from Design of La Valley Church

The brick work on the new LaValley Methodist church in Orange township, four miles south of Ionia, was completed on Tuesday of this week The $25,000 structure is rapidly nearing completion.

The material for the heating plant arrived this week and is being installed. It is not definitely known whether the opening and formal dedication will come at Easter time or not.

The committee decided not to have any Memorial windows. This breaks a sort of precedent for Methodist churches all over the country.

The members of the church committee have been unanimous in their stand the breaking of the foundation for the structure. Albert Rhine, Walter Rhine, Frank Taft and Ed. Townsend, together with the preacher, Rev. E. L. Sutcliffe, compose the committee.

Rev. Sutcliffe has been the pastor four years and entered on his fourth year of service last September.

Collection of Winter Tax Well Under Way in City and Country

The task of collecting $163,000 in Ionia for state, county, township and school taxes has started at the office of the city treasurer, Joseph D. Pauls.

The tax this year is being raised on the basis of $25.44 per thousand valuation, this including the tax rate for state, county and school purposes.

From December 1 to January 10, a charge of one per cent is made for collection. Between January 10 and March 1, four per cent is added. March 1, marks the time when the tax collection in Ionia county ceases and the books are moved to the county treasurer for collection.

The actual work of collecting the money for the township is underway. The treasurers have all prepared themselves for the gathering of the funds for the county.

The tax for the city of Ionia this year is $56,806 for state, county, county road and $97,000 for schools.

Escaped Convict Identified By An Old Schoolmate

"For God's sake don't allow them to take me back to Michigan, as I would rather die than go back," said John W. Reed, an escaped convict from the Michigan reformatory who was nabbed at Bethany, a small town in Wheeling, W. Va. Such is what was quoted Wheeling newspaper.

Reed was sentenced from Flint on July 14, 1923, to serve from six months to five years for forging. He escaped from the Ridgeton road camp on October 6, 1923.

He was identified by an old schoolmate while in West Virginia and reported to the authorities. He will be brought back to the reformatory at once and will likely serve the maximum sentence of five years, whereas if he had remained at the road work he would have been released this month.

Lewis Murringer, sentenced from Battle Creek, Calhoun county for adultery on November 16, 1921, to serve from one to three years, and was paroled, has been rushed by the state police. He was caught breaking and entering a store at Lansing. He is about 30 years old.

James Arthur, alias James Wilson, who has broken two paroles, is back in a cell. He was sentenced August 30, 1920, from Detroit, to serve from one to five years. He was nabbed at Toledo. He is 32 years old.

Stanley Rogers, 18, sentenced from Charlevoix county on August 3, 1923, for the theft of an auto, and who was convicted in Wisconsin and sent to the reformatory there for the same offense from one to five years, has been identified as a Michigan Reformatory escaped convict. Soon as his term expires in the Badger state he will be sent to Michigan to finish his term.

Unique Will and Deed Case in Probate Court Appealed to Circuit

A most unique case has revealed itself in probate court. It has been appealed to the circuit court.

A will in the form of a deed was filed in probate court last August for Orpha Cothern of Portland. Lorenzo Webber was named as the administrator with will annexed. Mrs. Cothern died on February 22, 1923.

A clause in this "deed" that is causing all the trouble and which is the reason for the contesting is as follows: "They deed is executed in "Escrow" and the title to the property herein conveyed shall not pass during the lifetime of the grantor, but on the happening of the death of grantor shall immediately pass and invest the grantee."

It is alleged by the parties contesting that the document was not the last will and testament and that the woman was not in her sound mind at the time of making out the papers.

Saranac Business Men Will Stage Monster Banquet on Monday

The business men of Saranac are planning a get-together meeting for next Monday evening in that village. The affair will be staged at the Odd Fellow hall and it is expected there will be a large attendance of the leading men of the village present. An invitation has been extended to the officials of the Ypsilanti Reed of the city and both Mr. Green and Mr. Chapman have been requested to deliver short addresses. It is expected the main address of the evening will be given by Attorney J. Clyde Watt of this city. Mr. Watt is a famous Saranac boy and well qualified for entertaining the right hand boys and tell the folks some of the things that are going on in this workaday world.

The affair will start at seven o'clock and Postmaster M. C. Weaver will act as toastmaster. Following the banquet there will be services, and the speechmaking, an effort will be made to revive the business men's organization that was allowed to lapse during the summer months.

State Officer to Aid S.S. Workers in New Ionia County Program

The executive board of the Ionia County Sunday School association and the presidents of the five districts in the county will be present at a meeting called for Friday morning, December 14.

The gathering will take place at the Baptist church in Ionia and will be a time for the discussion and action upon a program of publicity relignent work in the county.

J. H. Ingalls, Lansing, executive secretary of the Michigan State Sunday School association, will be the speaker. He will lend in the general discussion.

The Rev. Kalladay, pastor of the Saranac Congregational church, is the president of the organization.

NEW THEATER PROPOSED FOR IONIA; REPORT

W. S. Butterfield Satisfied City Can Be Made Good Show Town

TO HAVE SEATING CAPACITY OF 1000

Plans of New Structure Not Given Out: Build in Business District

There are good reasons to believe that ground will be broken here in the early spring for a magnificent new theater with a seating capacity of a thousand. It will be under the management of W. S. Butterfield of Battle Creek, owner of a score of theaters in Michigan, and who operates the Regent and Family theaters here.

The plans are now being made and it is almost to give Ionia one of the best playhouses in the state for a city of its size. No announcement has been made as to the location of the new structure. It is believed that it will be in the heart of the business district.

A representative of the Ionia County News was in Battle Creek this week and talked with Mr. Butterfield relating to the proposed plans. As to the policies of the new theater, they have not been worked out as yet.

For a theater to have a seating capacity of a thousand would mean that Ionia would get a more spacious structure. The stage would probably be designed for road shows and vaudeville.

Mr. Butterfield has been giving Ionia good service to the past and intends to better the future. The best class of motion pictures of the First national showings will be shown here. Occasionally a special feature of a few acts of vaudeville.

It was just recently that the Strand theater was opened at Lansing by Mr. Butterfield. Plans were recently announced by him that a new theater would be constructed at Flint. His name said is interested in playhouses in all sections of the state.

Should the ground be broken in April it is expected that the structure would be completed by early fall.

It is evident that George Shaffner, present manager of the Regent and Family theaters, will be retained as manager of the new house as Mr. Butterfield, in his conversation with an Ionia County News representative, stressed the fact that Mr. Schaffner was a reliable and conscientious worker.

Since Mr. Butterfield started operation of the two theaters, Ionia has had better service gradually revealed. Since the administration of Mr Schaffner theatergoers have noticed a change for the better.

No definite details regarding the project can be ascertained, except the fact that Ionia is to have a new theater with a seating capacity of a thousand and that ground will be broken in the early spring.

Basketball Games to Get Underway Thurs. and Friday Next Week

There will be two basketball games in Ionia next week that will launch the season's activities for two organizations. The Company M, 126th Infantry team, plays the Carnes City Alumni on Thursday night, December 13, and the Ionia high school team plays the Lyons high school on Friday night, December 14.

Both of the contests will be staged at the armory and the public will be cordially invited. Every year there has been a keen interest in basketball in Ionia, but this year is expected to surpass the mark.

With a winning team in football, Ionia are looking forward in the same light toward a season of basketball.

The Carnes City Alumni will battle the Infantry on Thursday night. The contest will be called at 7:45 o'clock.

Quarterly Conference of Evangelical Church Saturday and Sunday

The quarterly conference of the Evangelical church occurs this week end. There will be a special prohibiting service at the church on Saturday night at 7:30 o'clock with the quarterly meeting directly following.

The presiding elder of this district, the Rev. H. E. Voelker, of Grand Rapids, will be the speaker of the two services on Sunday. He will speak in the morning and in the evening.

Plans are being made by Mrs. Morgenthaler for the Christmas cantata to be given at the church on Monday evening, December 24, the night before Christmas.

FIG. 7.—A perfectly balanced front page.

Realizing that the majority of newspapers base their make-up largely on balance, some publishers have tried to

make their papers distinctive by ignoring balance. The result is the purposely dissymmetrical page. This type of make-up may be effective or it may defeat its own ends by

FIG. 8.—Studied efforts to avoid balance.

overdisplay, depending on the way it is handled. It should not be thought that it is an easy matter to make up an unsymmetrical page; as a matter of fact it is more difficult to produce

this type of page than one that is perfectly balanced. The *Capital Times*, of Madison, Wis., reproduced in Fig. 8 is a

ITHACA JOURNAL-NEWS

7908 the average daily circulation of The Journal-News for the week.

MEMBER THE ASSOCIATED PRESS, THE GREATEST NEWSGATHERING ORGANIZATION IN THE WORLD

VOL. 103—NO. 75. SIXTEEN PAGES ITHACA, N. Y., FRIDAY EVENING, SEPTEMBER 28, 1923. PRICE THREE CENTS

Judge Charges Jury In Ward Case; Defense Claims Unfairness

KEEP RACE OPEN SOME REPUBLICAN LEADERS INSIST

Conferees at Washington Told That Nomination "Dictated at White House" Would be Harmful,—Other Candidates Wait On Coolidge.

Stock Exchange Firm Fails For $2,000,000

Grand Jury Fails To Consider Action In Cromwell Probe

Shatters Record In Air Race Trial

Frelinghuysen Condemns "Wet" Plank in N. Y. Republican Platform

41 Freight Cars Blown From Union Pacific Tracks In Severe Windstorm

Negro Held in Stokes Case Tries to Leap From Chicago Jail

Anti-Saloon League Head Denies Charge Made By Brookmeyer

50 to 70 Die When Train Plunges Into Creek Near Casper, Wyoming Following Collapse of Bridge

Defies Governor

DEATH OF RICH SOCIETY WOMAN TO BE PROBED

Westchester County Officials Begin Investigation—Autopsy Performed in Effort to Discover Poison Traces—Whereabouts of Husband Unknown.

Raging Flood Waters Make Rescue Almost Impossible —Many Bodies Believed Swept Away—Five Cars and Locomotive in River

Change in Foreign Policy Gives German Chancellor Worry

Gompers Approves Berry's Action in Pressmen's Strike

America Wins Race For Seaplane Trophy

Special Election May Provide Way For Oklahoma Legislature To Meet Without Awaiting Call

Former Elmira Man Kills Wife and Self In Buffalo Home

Predict Disturbances In Philippine Election

FIG. 9.—Another example of effort to avoid balance.

good example of unbalanced display. While the top of the page is entirely lacking in balance, the bottom has some semblance of symmetry.

The unsymmetrical kind of make-up may be considered successful if the page comes to a focus. If no attempt is made, however, to concentrate attention on one or two stories, the result in disastrous. Then all display is no display. The eye is hopelessly confused in attempting to pick out individual stories and many are entirely overlooked. The dissymmetrical type of make-up is generally seen at its worst in papers that make an excessive use of double- and triple-column spreads. More will be said about this later in the chapter under the heading "Some Common Faults in Make-up."

2. *Balance.*—The *Chicago Daily News, The Chicago Tribune* and *The New York Times* illustrate top-of-the-page balance. It is the policy of these papers to run long stories that fill a column or more. Hence few heads are found below the fold of the middle of the paper. The headline balance is thus almost exclusively at the top of the page. No other make-up could be possible if the editors of these papers are correct in assuming that their readers prefer fewer stories with less hunting for breakovers. It is interesting to note, however, that the Philadelphia *Public Ledger,* which is read by a similar group, generally displays from 14 to 16 stories on the front page as contrasted with from 10 to 12 in the *Times* and *Tribune.* As a general rule, however, a newspaper with a relatively homogeneous group of readers can afford to run long stories on the front page while a paper with a diversified clientele must give its front page a correspondingly varied appeal.

There are some editors who hold up as the ideal make-up the perfectly balanced front page. The doctrine of the perfectly balanced page has been preached vigorously in recent years at conventions of press associations and newspaper institutes conducted by schools of journalism. Prizes for the best front pages have generally been awarded on the basis of perfect balance.

While some editors find an ideal make-up in the perfectly balanced front page, others condemn it on the grounds that it looks artificial and is monotonous. It has been pointed out that a perfectly symmetrical make-up can never be attained without considerable cutting and pruning of stories both in the

copy and in the make-up. The finished page betrays the unnatural efforts used to produce it, it is said.

The most serious criticism is justly directed against that kind of balanced make-up which never varies from day to day

"All the News That's Fit to Print."

The New York Times.

THE WEATHER

VOL. LXXIII. No. 24,006. NEW YORK, TUESDAY, OCTOBER 16, 1923. TWO CENTS

YANKS WIN TITLE; 6-4 VICTORY ENDS $1,063,815 SERIES

Eighth-Inning Rally Dashes McGraw's Last Hope of Three Straight Championships.

GIANTS GO DOWN FIGHTING

THREE MEN WALK IN A ROW

Milk Goes Up 1 Cent Today; Blame Is Put on Dairymen

HUNGRY MOBS RAID BERLIN BAKERIES

Windows Smashed and Police Disarmed—Demonstrators Are Dispersed.

RIOTING IN OTHER CITIES

Neustadt Unemployed Attempt to Seize Postal Funds—Outbreaks in Cologne.

CONFERENCE OF DRYS CALLS ON COOLIDGE FOR DRASTIC ACTION

Citizenship Meeting in Washington Asks Him to Use His Full Powers.

URGES PUBLIC TO BACK HIM

President Tells Leaders Their Work Will Be Helpful at Governors' Conference.

BORAH BLAMES WEALTHY

Golf Players Ask City to Vote $1,500,000 For New Links, Raising It by Bond Issue

PEACE HOPE IS HERE, LLOYD GEORGE SAYS

Until We Exert Our Influence He Will Despair, He Declares in Minneapolis.

SAYS DO NOT FORGET WAR

Sioux Make Him Chief Two Eagles, One for War, One for Peace.

ZANGWILL'S VIEWS DENOUNCED BY JEWS

"Counterfeit Zionism," Says Nathan Straus, First in Faith for a Palestine Home.

AUTHOR OFFERS HIS AID

Wants Committee to Prevail Upon Britain to Permit Real Zion Under Mandate.

COURT GETS PLAN TO END RECEIVERSHIP ON N. Y. RAILWAYS

Committee Named by Judge Mayer Submits Proposal for Reorganization.

CALLS FOR NEW COMPANY

Provides for Cut in Capitalization of $48,600,000—Public to Be Represented.

$1,720,000 A YEAR SAVING

Wilson Recites Limericks When Students Call on Him

FLOOD SWEEPS DOWN ON OKLAHOMA CITY

Panic-Stricken Citizens Flee to High Spots as Dam Gives Way.

INUNDATION HAS STARTED

State in Grip of Rushing Waters as Rivers Burst Banks, Ruining Crops.

HOUSING CONDITIONS ARE AS BAD AS EVER, COMMISSION IS TOLD

Witnesses Say 663,000 Persons Are Quartered Improperly, While Gouging Continues.

CITY'S HEALTH IMPERILED

Dr. Copeland Declares an Epidemic Could Not Be Controlled Because of Overcrowding.

NEW HOMES NOT FOR POOR

Pinchot Meets Operators to Seek Methods Of Reducing Coal Price to Last Year's Level

Barking Coon Dogs an 'Internal Nuisance,' Says Jersey Mayor, Advocating a $30 Tax

FIG. 10.—Example of top-of-the-page balance.

and week to week. There are, unfortunately, especially among the weeklies and smaller dailies, too many instances of a balanced make-up which, after it has been once worked out,

becomes thereafter a fetish from which the editor would seem to consider it dangerous to depart. Nothing could be further

THE HARVARD HERALD

THIRTY-SIXTH YEAR—NO. 49 | HARVARD, McHENRY COUNTY, ILLINOIS, THURSDAY, OCTOBER 25, 1923 | $2.00 PER YEAR IN ADVANCE

MANLEYS FINISH 6,625 MILE TRIP

Moons After Absence of Six Days During Which They Toured Through Sixteen States

RAINS AND MUD STALL THEM IN OLD MISSOURI

Put to 23 Days in Visiting Friends and in Sight Seeing; Say the Motor Trend is Westward

Mr. and Mrs. A. C. Manley, tanned and bronzed by the sun, heat and wind of sixteen western states after a motor trip that covered 6,625 miles, feeling fine and looking it too, alighted from their Ford sedan car in Harvard this week Tuesday evening shortly after 6 o'clock in time to partake of the evening meal and pass the night in the home of their son and daughter-in-law, Mr. and Mrs. E. A. Manley.

"We have never felt better in our lives and withstood the climate of western states seldom encountering the slightest cold, but the wind of Missouri was more than we could negotiate with our trusty Ford," said the ruddy, observing, alert A. C. as he bustled from his car to meet members of the Manley kin following his arrival. When greetings had been exchanged, he added that Harvard never looked better to him during the past forty years of his residence therein than it did on the night of Oct. 20

County 8,559 Cars Enroute West

During eighteen days of the home journey Mr. Manley made it a point to count automobiles met on the way to the Pacific coast and the number totaled exactly 8,559 cars, of which Fords outnumbered all other cars by a majority of 280. That motorists are literally taking the advice of Horace Greeley, who said many years ago: "Go west, young man," is the declaration of Mr. Manley, who qualifies this by saying the advice is being heeded by young and old alike.

"No matter whether it is a high way or byway that leads to the west one will find cars loaded with passengers and personal belongings on the way westward in quest of health, job or fortune," says Mr. Manley.

The sixteen states touched in part or whole by the Manley couple are: Iowa, Wisconsin, Minnesota, South Dakota, Wyoming, Idaho, Montana, Nevada, Arizona, California, New Mexico, Texas, Oklahoma, Missouri and Illinois, with a side trip into old Mexico as motor guests of Mr and Mrs. Richard Phalen.

Away Eighty-three Days

Mr. and Mrs. Manley were away eighty-three days. They left Harvard on Aug. 2 and put in twenty-eight days in either visiting friends, sight seeing or being tied up in the mud rest of old Missouri. The big day in mileage made was the final one on the home trip, when they covered 285 miles from Pekin, Ill., to Harvard. The daily average for the entire trip was 115 miles but there were days when only 15 miles were negotiated after abnormal rains overtook them in Oklahoma, Kansas and Missouri. In the latter state they had need experience they will never forget.

Mud-bound cars were so numerous at many points in Missouri that little towns experienced difficulty in caring for the people stranded. At one little burg the size of Alden Mr. Manley tells of thirty-five cars with 125 people being held until roads were passable and of villagers being obliged to dispatch for provisions in cars for the motor imprisoned tourists.

Never-to-be Forgotten Trip

"It was a trip we will never forget. We met innumerable people whom we are not likely to meet again because it is easy to form acquaintance in entering if one is on the goose," said Mr. Manley yesterday. They visited many Harvard people on the journey, finding Harvardites in nearly every state they toured, with California claiming the major number.

Because of the rainy season and the cold weather they were obliged to give up tent sleeping and add meal preparing after reaching Albuquerque, New Mexico, and during October they slept in hotels and not much of meals prepared by other people, though A. C. has visits of the Oyster to him when it comes to boiled out of doors, his friends say.

Letters Recount Motor Trip

In letters from week to week to The Herald Mr. Manley has given his impressions of the country traversed on the motor tour of 6,625 miles. His letters have proved so interesting that he has ordered more than local favor as a narrative of events from the seat of a motor car.

Reception for Newlyweds Oct. 30

The Methodist church will hold a reception for Rev. and Mrs. C. H. Newhara in the church parlors on Tuesday evening, Oct. 30, beginning at 7:30 o'clock. All members and friends of the church are urged to attend and extend a hearty welcome to the popular pastor and his wife, who were returned here at the recent conference.

Just received, another car of potatoes. They are very choice. Try some. D. Hershey & Sons.

STERLING WANTS TO RETAIN OFFICE

Lieutenant Governor Asks Renomination in April Primary

Fred E. Sterling, lieutenant governor of Illinois, has made formal announcement of his candidacy for renomination in the April, 1924, primary.

Mr. Sterling receives especially strong commendation from Republican and Democratic state senators for the fairness and ability shown by him as the presiding officer of the state senate in the blind and bitterly personal wrangling, treating all members impartially in his rulings, regardless of factional or party lines.

Several times during his three-year incumbency of the lieutenant governor's office he has been called upon by acts as governor and on all these occasions he has given a good account of himself as the executive officer.

Lieut.-Gov. Sterling enjoys a wide acquaintance and personal popularity in all sections of the state, by former campaigning he has demonstrated his vote-getting ability. In 1920 as the Republican candidate for lieutenant governor he carried 99 of the 102 counties in the state, polling a total vote of 1,329,119 and receiving a plurality of 218,478 votes. He comes from Winnebago, one of the strong Republican counties of the state, which always contributes heavily toward the election of state tickets.

The Sterling statement follows:

"I shall be a candidate for renomination to the office of lieutenant governor on the Republican ticket at the primary to be held on April 8 next.

"I am willing to refer the voters of Illinois to any member of the senate, either Republican or Democrat, as to my record for fairness and impartiality as the presiding officer of the state senate in the exercise of the fifty-second and fifty-third general assemblies.

"I believe in and will stand for a square deal for all, regardless of any factional or party fines. If honored with a second term in the office which I now hold I will administer its duties to the best of my ability, faithfully, fairly and without fear or favor, contesting myself, as I have endeavored to do for the last three years to the duties of lieutenant governor, permitting either elective state and legislative officials to perform their functions without attempted dictation or interference in any manner whatsoever on my part.

"I will continue, as I have been, to be lieutenant governor in fact as well as name. I invite and will appreciate the support of all voters who believe my record in the office thus far during my first term merits approval."

FOOTBALL SQUAD ROTARY GUESTS

Given Dinner at Hotel Noble, Tuesday Noon, Oct. 23

Members of the local football squad were dinner guests of the Rotary club at Hotel Noble, Tuesday noon, Oct. 23. The affair was a get-together of local fraternal and high school football players with high school football coach Hanks.

Short talks were made by E. A. Manley, Fred Donovan, Rev. C. H. Newhara, John Phalen, Dan Hoffer and Wm. O'Brien, the last named head of the local football team. Each speaker urged the necessity of co-operation between players and rooters of the home city if the players are to achieve best results.

The spirit to win needs arousing, needs co-operation and the assistance of local business and professional men, the speakers said in exhorting and this spirit will soon be dominant in Harvard.

John Phalen created a sensation in his recital of football games during his high school attendance and of later years when football was introduced largely through the efforts of Harry Hoag and later of Michael Cannon, brother of Mrs. John O'Leary. The Phalen recital was interesting, the personal touches creating much amusement.

When the dinner was over and the table heard, the high school football squad were convinced Harvard business and professional men are with them in their endeavors to win and that they will root for them in their contest with Woodstock this week Friday afternoon, Oct. 26

It is expected every business house and office in Harvard will be closed from 2 to 5 o'clock so that all interest in the football combat will be centered on the part of Harvard citizens.

HOY CASE ARGUMENTS TO BE HEARD OCT. 27

Arguments in the case of Fremont Hoy and two sons, indicted for bank-ing irregularities, will be heard before Judge R. D. Shurtleff at Woodstock this week Saturday, Oct. 27. The Hoys seek a change of venue.

Atty. L. Prigge and F. D. Bennett represent the Hoys, while V. S. Lansing, state's attorney, appears for the people in the proceedings. Attorney Lansing will strenuously oppose a change of venue, insisting that a fair jury can be obtained to hear the case.

This the Hoy attorneys counter and have filed not less than 100 affidavits from citizens from all parts of the county who state they believe the defendants of the county is not to a proper frame of mind to give the defendants a fair trial.

Coal

We will have several cars of coal on track, priced at $6.15 per ton from the car. Grade guaranteed. Leave your order now so that we may notify you upon arrival of car. Terms cash. Elmwood & Douglas, Chemung, Ill. 46-3

CHURCH EXTENDS CALL TO PASTOR

Congregational Meeting Asks Rev. John H. Gardner to Succeed Rev. W. R. Hodgson

NEW PASTOR COMES FROM ANNA, ILLINOIS

Annual Salary to Be $2,500; About $1,000 to Be Expended in Remodeling Manse Adjoining Church

Rev. John H. Gardner of Anna, Ill. has received a call to the pastorate of the First Presbyterian church of Harvard, the congregation at a meeting last Sunday evening going on record by unanimous vote. The action of the southern Illinois clergyman who occupied the pulpit in the local church the previous Sunday and made such a good impression the vote to call him was easily reached.

Rev. R. B. Guthrie, pastor of the Woodstock Presbyterian church, acted as moderator at the Sunday night meeting in the Harvard church. The report of the session was presented by F. C. Wells, official of that body. The report recommended Rev. Mr. Gardner to fill the pulpit vacancy caused by the resignation of Rev. W. R. Hodgson. Both the session and deacons made the usual unanimity concurring the newly called pastor and have found everything relating to him favorable.

Annual Salary to Be $2,500

The annual salary of the new pastor will be $2,500, it was voted. The residential property adjoining the church edifice to the north will be remodeled and repaired to the fullest extent in order to provide an up-to-date manse. It will cost in the neighborhood of $1,000 it was estimated at the meeting last Sunday night. It is not likely work of remodeling and repairing the structure will be started before next spring. Meantime Rev. and Mrs. Gardner and their two children will occupy the E. A. Crumb residence on Hart boulevard.

Two trustees were elected last Sunday night to fill existing vacancies. Guy Hamlet and W. J. Hemsley were the selections made, the first named filling the vacancy created by the demise of J. D. Clark, for years a official of the local church board. Mr. Hemsley fills a vacancy that has existed during the past year.

Pastor Expected Next, 18

Rev. Mr. Gardner is expected to assume pastoral relations with the local church about Nov. 18, it being incumbent on him to give a month's notice of his decision to relinquish pastoral work in the church at Anna. Rev. Mr. Hodgson will remain during the balance of October. Thereafter until the new pastor arrives the pulpit will be occupied by a clergyman from Chicago Rev. Mr. Hodgson will leave as early in November as possible for his pastoral field of labor in Arkansas.

The newly called pastor is but a few years above 30. He is a pleasing pulpit speaker and his personality is attractive. He has been engaged in general work in the Presbyterian denomination presbytery since completing his education. He is well known and highly regarded in that area of the state.

A desire to obtain pastoral work nearer Chicago partially actuated him in considering Harvard, it is understood. His church relations are pleasant he could remain at Anna if he desired and the congregation releases him with reluctance.

LIVE WIRE KILLS HUNTLEY MARSHAL

John French Met Instant Death by Current Contact

John French village marshal of Huntley, was electrocuted last Thursday evening, Oct. 18, when he grabbed a broken high tension electric wire which was dangling over the sidewalk in an attempt to fasten it to a pole so it would not endanger pedestrians.

Chas. Meyers, Huntley blacksmith, had been talking with Oliver Powell from across the street when he suddenly heard him groan and saw him fall to the ground. He rushed to the scene, finding that the officer's fingers on his right hand had been burned to the bone by the weight of the body jerked himself loose from the death dealing wire, which dangled above his head.

French was 45 years old, having been marshal at Huntley the past seven years. He is a widower and four children survive.

Volley Ball Series

The businessmen's volley ball league, with two meetings held and another on tonight, have played eight games at the community school gym. The standing of the teams to the series that will cover a period of several weekly sessions, is as follows:

	W	L	PC
Cyclones	5	3	.625
Whirlwinds	4	2	.750
Skinners	4	4	.500
Tornadoes	1	7	.125

We have for sale several heifers, choice one and one-half years old, also some good cows. D. Hershey & Sons.

SWEATMAN-CRATEN NUPTIALS ON FRIDAY

Celebrated at St. Joseph's Rectory Evening of Oct. 19

A wedding of late fall took place last Friday evening, Oct. 19, at 6 o'clock when Miss Evelyn Veronica Craten and Celestin Sweatman, well known young people, were united in marriage at St. Joseph's rectory, Rev. D. Healy reading the service.

The attendants were Mr. and Mrs. Joseph Nolan, brother-in-law and sister of the bride. Bride and bridegroom is a son of Mr. and Mrs. Wm. Sweatman and is employed as an express messenger on the Northern railroad. Both young people are well known and highly esteemed by a wide circle of friends who will pleased to extend congratulations.

Mr. and Mrs. Sweatman departed by motor for Rockford, Following a brief stay there, they left by train for Minneapolis, Minn., to pass a week with the former's brother-in-law and sister, Mr. and Mrs. Lewis Behrman. On their return to Harvard they will make their home for the present with the bridegroom's parents.

MISS ANNA MAGUIRE WEDDED SATURDAY

Become the Bride of Wm. Hosfeldt Oct. 20

Miss Anna Maguire and William C. Hosfeldt, Harvard young people, were united in marriage last Saturday morning, Oct. 20, at 7 o'clock, Rev. D. Healy performing the ceremony at St. Joseph's rectory. The attendants were Miss Mary Maguire, sister of the bride, and George Hyde.

The bride wore tan Canton crepe with a hat to match, while her attendant was attired in grey crepe with grey hat. A wedding breakfast was served at the home of Mr. and Mrs. John Maguire, Miami Hazel Taylor and Blanche O'Brien serving. Mr. and Mrs. Hosfeldt departed for Chicago for noon to remain a brief time.

Mrs. Hosfeldt is a daughter of Mr. and Mrs. John Maguire and is well known by reason of her life-long residence in this city. By a wide circle of friends she is held in high esteem. The bridegroom is a son of Mr. and Mrs. Wm. Hosfeldt of Marengo and for several years has been employed in this city at the Hend. Heim Furnace & Co. factory. He is a young man of industry and dependability.

Mr. and Mrs. Hosfeldt returned from Chicago the first of the week and for the present will make their home with the bride's parents.

CALIFORNIA APPEALS TO WILSON FAMILY

Engaged in Almond Growing Industry in Golden State

The Herald is in receipt of a letter from Mr. and Mrs. Harry Wilson from Templeton, Cal. where they are engaged in growing almonds. The former residents of Alden and Harvard they retain a keen interest in what transpires in their home old hygone years.

"We like it out here in the Pacific coast country and are always pleased to see people from the old home. Mr. and Mrs. A. C. Manley visited us recently and we had a delightful time with them," says Mrs. Wilson, who may be better remembered by many Herald readers as Ethel Powell before her marriage.

Templeton is a suburb of Los Angeles and almond growing has been made profitable by the Wilsons who have aided in their efforts by R. C. Pyle, former resident of this city.

The weekly visits of The Herald continues to impart items of interest and the paper serves as a letter from home, Mrs. Wilson says

TENDER MRS JOHNSON AN IMPORTANT POST

Mrs. Helen Johnson, wife of the well known Harvard physician and surgeon, has been selected the position of state chairman of Illinois women interested in the organization of La Follette forces in Illinois clubs in the 1924 national campaign.

The position of honor thus tendered Mrs. Johnson was not solicited and unexpected, the letter imparting this information being received a few days ago. Mrs. Johnson from Congressman Cordell Hull, chairman of the national Democratic committee.

Mrs. Johnson has taken the matter under consideration and will not give her decision for a brief time. It is understood That she fully appreciates the honor and the responsibilities attached to a post are well understood, she admits.

Bazaar and Supper Nov. 1

The Ladies' Aid society of Trinity Lutheran church will hold a bazaar and kitchen supper on Thursday, Nov. 1. Supper served in church basement, commencing at 5 o'clock. 50 cents per plate. 46-2

BIG GRID CONTEST HERE TOMORROW

Woodstock and Harvard High Elevens to Battle for the Little Five Title

KEEN LOCAL INTEREST IN OUTCOME OF GAME

The Two Squads Are Considered Evenly Matched and an Exciting Gridiron Combat Is Expected

Coach Dan Horan's "Old Gold and Black" footballers are all set for the big college football (Friday) afternoon, when they will meet the Woodstock high school squad in a gridiron battle that will undoubtedly decide "who is" in the little five high school series.

No athletic contest has ever created more local interest than the coming combat. Coach Horan and his squad were guests of the Rotarians at their Tuesday luncheon meeting at Hotel Noble. The main topic of discussion was the game on Friday along the line of support, encouragement and boosting for the home team.

Business Houses to Close

Practically all business houses and offices in the city, except in cases where the nature of the business prevents, have agreed to shut up shop from 2 to 5 o'clock tomorrow afternoon. This will give nearly everybody a chance to see the combat. And when it comes to interest and moral support, Woodstock people appear equally enthusiastic over the success of their home team.

Woodstock's team has three victories and one defeat to its credit in the little five title. If they win tomorrow in their final game of the series, it's all over except the noise. On the other hand, Harvard, by winning tomorrow will have disposed of Belvidere and the county seat team and will have Marengo and Crystal Lake to take on to complete the series. Both these latter combinations, barring the unexpected, should not be difficult for Harvard.

The locals defeated Belvidere 27 to 0 in the initial contest of the season three weeks ago. Since then they have been up against each strong teams as Beloit high and Rockford St. Thomas, losing in the latter team 14 to 9 because of one little misplay. Woodstock defeated Belvidere on the former's field last Saturday 33 to 0, which by it is not unreasonable to assume that the two squads tomorrow are about so evenly matched as combine is capable of predicting.

Belvidere Blanked at Woodstock

Belvidere high, in their little five series games at Woodstock last Saturday, were outplayed all through the contest, the score being 33-0. The Belvidere squad was unable to make good by the county seat seconds, 6 to 0. Coach Smith of Belvidere, following the defeat, declared that the Belvidere outfit has never had tackled during the season.

Harvard Only Competition

The Woodstock Daily Sentinel of Monday, in its "Sports Review" column declared that since "Woodstock tackled Belvidere and Harvard tackled Friday the locals will be put to a real test. Harvard is the only competition for the 'Little Five' honors."

MARRIED 53 YEARS; OBSERVE EVENT

Unusual Wedded Period Attained by Mr. and Mrs. Carr

Mr. and Mrs. Harry L. Carr of this city entertained a group of twenty-four relatives at dinner last Friday, the occasion being the fifty-third wedding anniversary of Mr. Carr's parents, Mr. and Mrs. Frank L. Carr, of Marengo.

To pass more than a half century of wedded life is a rare privilege for which these well known Marengo people are grateful. They were married at Cedar Springs, a township south of Marengo, and that vicinity has always been their home and the host of scores of friends who united on Oct. 20 in extending well wishes on their anniversary.

Among the out of town guests at the celebration last Friday were Mr. and Mrs. Harvey Rhodes and family of Byron, Mr. and Mrs. Claude Carr and family and Mr. and Mrs. Harry Carr and family of Marengo, Mr. and Mrs. Lawrence Vrooman and family of Huntley.

McROBERTS HAS HIGH GRADE HONEY TO SELL

Matthew McRoberts of Chemung village has an assortment of high grade honey for sale. He is willing to dispose of it before winter sets in if possible.

In his beehouse and white wax cities, Mr. McRoberts has unusually fine honey and he has placed a price thereon that ought to bring buyers from far and near. He has specialized to the bee industry for a number of years and his honey is first class in every way.

Persons desiring high grade honey at reasonable prices will find the McRoberts apiary just the place to visit. The honey he is offering for sale this fall is the best produced in years.

Social Affairs bring results.

SAUNDERS ADDS NEW PIPE ORGAN

Reproduco Player Installed in Palace Picture House

A reproduco player pipe organ has been installed in the Palace theater in this city by Eugene Saunders and will render its initial service this afternoon, Oct. 25, at the local movie house.

The player pipe organ is the latest thing in the music line in up-to-date picture theaters, offering the patron the advantage of playing either the piano or pipe organ without changing positions. Not only can skilled musicians operate it but automatically from the hand played rolls it will reproduce the music of the great organ artists, known in name of reproduco player pipe organ.

The instrument is especially adaptable to theaters and is equipped with a long roll scroll to the ordinary two tone electric music roll that automatically takes care of the entire motion sweet. The blower operated by an electric motor is installed in a separate sound proof cabinet.

Installation of this modern musical instrument occurs as added feature to the Saunders' house, who is striving to keep his show house up to a high standard, offering pictures that are always in touch in type and time.

The Saunders idea is to give the best pictures obtainable for the money asked and to meet the demands of his patrons so far as possible. His advertisement gives the program for the coming days.

COUNTY SEAT HAS PIGEON FLY CLUB

Will Be Member of American Pigeon Flying Union

Woodstock has launched a branch organization of the American Pigeon Flying union to the organization of the McHenry County Flying club, which was formed last Monday night. Oct. 22, at the county seat city.

Pigeons will become more important in McHenry county hereafter because of the organization then started and the birds will be used in races that will be run over the northwest scenes here after. When the racing season will open. Meantime the birds will be trained and by April of next year the sport will start, sponsors of the business say.

Flying pigeons are known to race from 50 to 100 miles and race events of this kind arouse great interest. The southwest race course covers 500 miles with stops at each 50 miles. Homing pigeons will become famed up over the formation of the club at Woodstock.

The crew of Crystal Lake is president, Lester Fish of Woodstock vice president and Raymond Pfeiffer of Woodstock secretary-treasurer.

Pigeon fans of Harvard are urged to get in the game and work with the county organization just launched in the end that it may cover the county in the fullest sense

LEGION OPEN HOUSE FOR WAR VETERANS

Hallowe'en Party Next Tuesday Night to Be Featured

The American Legion post and the Legion auxiliary will hold a Hallowe'en "open house" party at the Legion rooms next Tuesday evening, Oct. 30.

The affair is to be given in honor of the G. A. R. and civil war veterans the W. R. C. Spanish war veterans and participants in the world war, who, together with members of their families, are invited in the present. The committee in charge desires to reach all of above in the local territory if any are overlooked, however, and do not receive a personal invitation, they are invited in come and are assured of a welcome.

The meeting will start at 8 o'clock. There will be a program of music and songs and refreshments will be served. Hallowe'en decorations will be used and every effort exerted to make the affair a happy one.

ROBT HALL GAINING FROM CAR INJURIES

Robert Hall is recovering slowly from the effects of the injuries received in a crash of Oct. 17, when struck by an automobile while crossing the North Ayer street opposite the Ayer & Bowker grocery store. In addition to severe cuts and bruises on the head and face, Mr. Hall received a fracture of his leg in being drawn for a considerable distance by the machine that struck him.

Earl Stevens, driver of the car that hit Mr. Hall, has been attentive in keeping in touch with the condition of the injured man, calling here frequently during the past week from his home at Sharon, Wis. While no unfavorable symptoms have developed, Mr. Hall is considered a degree of interest that is unusual.

Mr. Hall has been able to sit up during the last few days and hopes to be able to leave his home in a short time.

First Number of Lyceum Course

"The Mollusc," a comedy-drama of domestic life, will be presented by the New York players at Saunders' hall tomorrow, Friday evening, as the first number of the Mutual-Harrison lyceum course sponsored by the L. U. club. Seated tickets, adults, $2; children, $1. Single admission, 50 and 35 cents.

SUGAR BEETS ARE YIELDING WAY UP

Gunner Elvert Reports 16 Tons to the Acre From Field of Twenty-five Acres

WILL GIVE HIM $128 AN ACRE ON AVERAGE

Nels Blank, Bart Otten and Chris Yung Are Among Other Growers Who Say Crop Is Profitable

Sugar beets are yielding way up in the Harvard farm territory, growers report. The latest increase is that of Gunner Elvert, owner of what is best known as the Alex Beck farm, one mile east of Lawrence.

Mr. Elvert has twenty-five acres of beets that are now averaging sixteen tons per acre and he is centering an average price of $8 per ton for them, which indicates the revenue to be derived from the crop when the yield is up to the standard of the year.

Nels Blank, tenant on the Thos. Mallory farm in Dunham, has a ten acre tract of excellent sugar beets; Bart Otten, tenant on the Hensley (C. S. Parker) farm near Chemung village, has a field of fifteen acres and Chris Yung, tenant on the Nye Allen farm, near Lawrence, has ten acres of beets.

The foregoing are but all the sugar beet growers in the Harvard farm community but they are among the number having the largest acreage given to beet production this year. The necessary help problem is partially solved through co-operation of league beet factories at Janesville, Wis., where the product is shipped. The factories handling sugar beets supply a portion of the help, aiding in the work of weeding and topping beets, leaving growers to do the digging and hauling

Elvert Crop to Bring $3,200

The yield reported by Gunner Elvert is the peak amount, the average running from ten to fifteen tons per acre, as that sixteen tons to the acre, the Elvert production this year, gives him a banner yield. If his average holds out he will realize about $128 an acre or a total of $3,200 from his beet crop. Even those who obtain the ten and fifteen tons an acre average will receive a sum far in excess of any other crop they can grow and sell on the open market, Mr. Elvert says.

Favored as beets were rains of mid October have retarded getting out the sugar beet crop, it is stated, but the present rain has provided ideal weather for the task. The sugar beet harvest will continue well into November and it will take even severe frosts to harm them beyond the point of sale, so the farmer who has sugar beets to get out finds the present time the busiest of the year, especially if he has corn to husk and has his corn and potato crops to get out.

Fall Feed Aplenty

The rains of September and October have produced the finest fall feed known in many years, local farmers say. No such fall feed has been known during my twenty years of farming," said a Dunham tiller of the soil to a Herald reporter yesterday. "It will prove a great feed saver before entering the winter feed season, added as he recited the benefits accruing especially to farmers whose hay crop was light the past summer. Fall feed is the way of pastures and hay fields, the aftermath following the hay and grain crops at late cuttings are excellent. They abound on meat every farm and often nights that are rarely visible in the early fall.

Lots of Plowing Under Way

Fields and fields of fall plowing are visible in drives through farm territory tributary to Harvard. The rains have made plowing easy and farmers have availed themselves of the opportunity to do this work rather than to wait until the advent of spring. "The ground is soft and mellow much the best work and we can turn over the furrows with great speed," said one farmer in speaking of the fall plowing problem yesterday.

Solving Help Problem

Fred N. Smith, former living north of Harvard on the Kishwaukee county, is solving the help problem by building a tenant house on his farm and the occupancy of a farmer near recently arrived from Germany.

Mr. Smith has already started on the initial work of a farmhouse which will be erected across the road from the present farm home. He hopes to complete it during the present fall. Meantime his newly acquired farm employe and his wife are occupying rooms in the Smith dwelling. "It is the only resource available to provide farm help," said Mr. Smith in speaking of his decision to build for his farm help.

W. J. Kittle's Auction Sale

W. J. Kittle will sell at public auction on his farm, 6¼ miles south of McHenry and 6 miles north of Crystal Lake, on the Rhein-McHenry road, on Wednesday, Nov. 7, his entire personal property, consisting of all live stock, including 125 pure bred Poland China hogs; all hay and grain, including 60 acres of corn in the shock, and a complete outfit of machinery used in operating a 320-acre farm.

Another bill service at The Herald.

FIG. 11.—Another example of top-of-the-page balance.

from the rules of good salesmanship. Such a make-up has nothing in it to arouse the interests of the reader.

There is no reason why an editor who has a strong personal preference for a balanced page should use practically the same make-up in every issue. Certainly there are many types of

THE INDIANA DAILY STUDENT

BAND WILL TOUR FIVE STATES DURING SPRING VACATION

Faculty Globetrotters Make Pilgrimage To Oberammergau To Witness Passion Play

UNORGANIZED SEEK CAPITAL TO BUILD MEN'S DORMITORIES

Clerks in Registrar's Office Have Visions of Leisure Time as Photostat Is Ordered

STUDENTS TO HEAR ORCHESTRA PLAY AT CONVO TODAY

TRIP TO PURDUE DROPPED

FEW EARLY RESPONSES

NUMBERS ON PROGRAM

MANNERS OUTWARD SIGN OF CHARACTER, DEAN TELLS COEDS

56 SOPHS VOTE 'ER STRAIGHT' IN LISTLESS ELECTION

SPEAKER CITES PRINCIPLES

FROSH NEXT TO BALLOT

RIDDLE INSPECTS CADETS INDOORS

COEDS TO HONOR FOUNDING OF Y. W.

LOCAL COUNCIL OF WOMEN HEARS STATE PRESIDENT

WATER ON TODAY; RAINS NOT CAUSE

"DATES" PERMITTED FOR W. S. G. A. PLAYS

QUAKE DEATH LIST GROWS

NIGHT SCHOOL TO OPEN

"Y" Associations Hold Morning Watch Services

Scientists Pledge Seven To Honorary Fraternity

Grads To Tell Medics of Conditions in China

Faculty To "Brush Up" On Terpsichorean Art

Weather Forecast

FIG. 12.—One of the most common types of balanced make-up. The headlines are arranged to suggest concentric arcs.

balance that can be worked out on either six-, seven-, or eight-column papers. Figures 12 to 19 show some of the simpler designs. As will be explained later in this chapter, these front

pages are perhaps too formally balanced. Contrast obtained by throwing one or two columns out of balance would have produced a more "salable" and natural page.


THE INDIANA DAILY STUDENT

DECREPIT FLIVVERS BEING GROOMED FOR AUTO POLO SQUABBLE

STUDENTS TO PILOT CARS

Tariff Commission Work Offers Experience in Commerce, Economics, Science Branch

COLORED WOMEN PETITION SORORITY

University Orchestra Opens Concert Season with Fetching Program at Convo

CONSERVATIVES IN LEAD, 150 ENGLISH RETURNS INDICATE

TO COMPLETE VOTE TODAY

DEAN EMPHASIZES POISE IN SECOND ETIQUETTE SPEECH

G. O. P. PILOTS PLAN TO REPAIR MACHINE STALLED AT POLLS

TWELVE DEBATERS SURVIVE SQUAD'S SECOND REDUCTION

MASS MEETING ON NEW WATERWORKS SITE IS CANCELED

GIVES CONVO POINTERS

KENTON EAST FOR JUDGE

250 SCHOOLS ENROLL IN DISCUSSION LEAGUE

KARR TO INSTRUCT MEN HAVE FAITH IN COUNCIL

Indianapolis People Pledge Liberally To Riley Hospital Fund

DEADLINE EXTENDED

Thompson Visits Friends at Kentucky State U.

Ross-Clark Players To Give "The Climax" in First Appearance

Cancer Is Curable, Myers Tells Radio Audience; Dr. Rice Explains Eugenics

Cop Scents Smoke Barrage at Maxwell; Swoops Down Only To Find Cloud of Dust

County Commissioners Favor Gasoline Tax

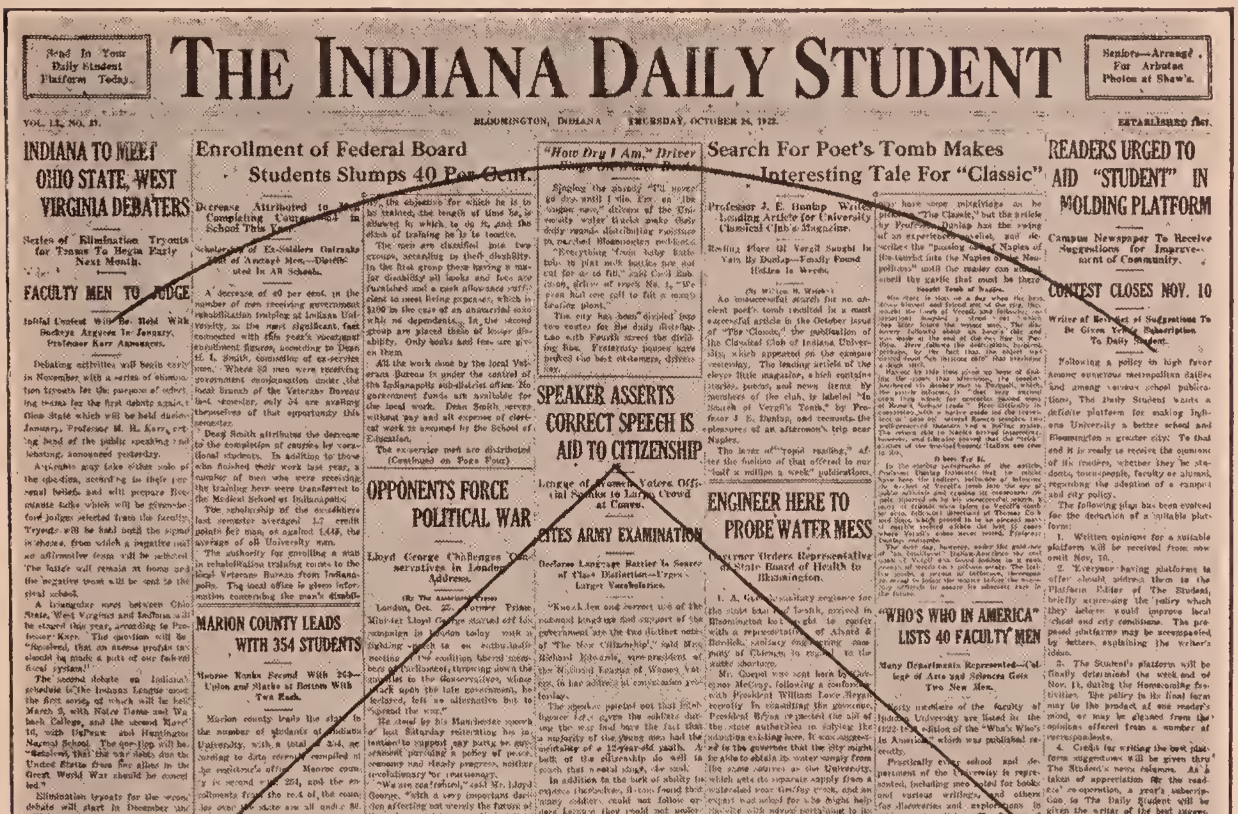
COMMUNIST VISITS HERE.

Weather Forecast

FIG. 13.—Similar to No. 1 but the massing of headlines just above the fold produces the effect of angles rather than arcs.

The point has often been made that the front page of a newspaper is like the show-window of a store. It has been

said that the late Lord Northcliffe, proprietor of the London *Times*, and *Daily Mail*, was fond of making the comparison between the front page and a show-window. "What's the



Send In Your Daily Student Platform Today.

THE INDIANA DAILY STUDENT

Seniors—Arrange For Arbutus Photos at Shaw's.

BLOOMINGTON, INDIANA THURSDAY, OCTOBER 26, 1922.

INDIANA TO MEET OHIO STATE, WEST VIRGINIA DEBATERS

FACULTY MEN TO JUDGE

FIRE CAUSES THIS DELAY

Fatigued Library Clock Gets Fixed By Local Jeweler

Weather Forecast

Enrollment of Federal Board Students Slumps 40 Per Cent.

MARION COUNTY LEADS WITH 354 STUDENTS

INITIATES 12 LAWS

"How Dry I Am," Driver Sings On Water Route

SPEAKER ASSERTS CORRECT SPEECH IS AID TO CITIZENSHIP

OPPONENTS FORCE POLITICAL WAR

CITES ARMY EXAMINATION

CRIMSON BAND SCORES ON MADISON INVASION

DISASTER RELIEF READY

Band's Wisconsin Triumph Shown In Movies Of Game

Search For Poet's Tomb Makes Interesting Tale For "Classic"

ENGINEER HERE TO PROBE WATER MESS

"WHO'S WHO IN AMERICA" LISTS 40 FACULTY MEN

WATCH THAT LETTER

Sixty Young Women Sign Up In Industrial School

DEMURRERS TO MEET

Miss Stilz Talks On Experiences Abroad

Geiger To Tone Down Sopranos On Glee Club

READERS URGED TO AID "STUDENT" IN MOLDING PLATFORM

CONTEST CLOSES NOV. 10

WATER BOYS WANTED

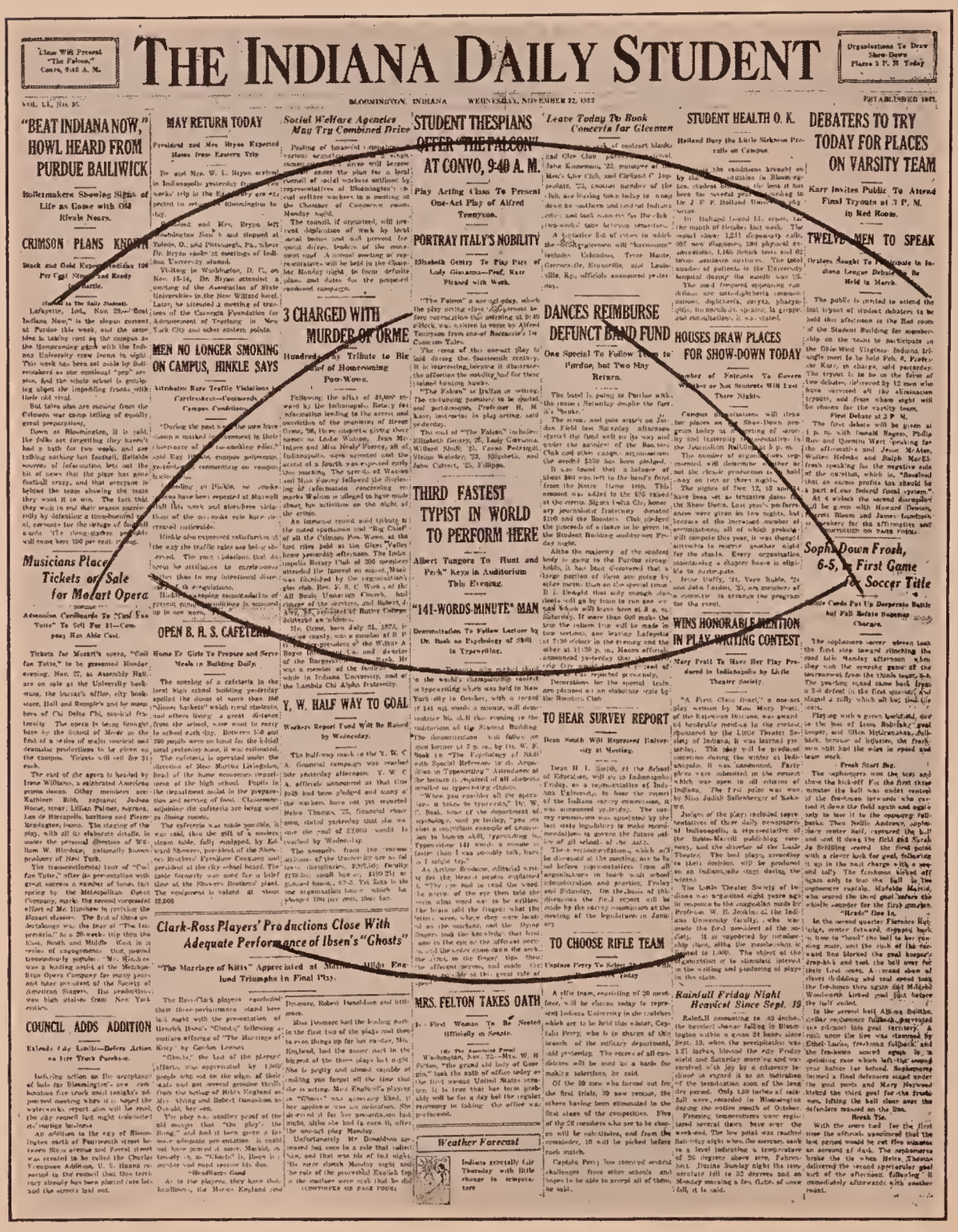
Jones Expects 40 Teachers To Take Exam Saturday

Bathes For 3 Hours; Cravens On His Trail

FIG. 14.—The reverse of No. 1. An effective kind of make-up frequently used.

matter with the show-window today?" he is quoted as asking one of his editors after the *Daily Mail* had appeared with a particularly tame front page. "Haven't we anything to

sell?" And again when the front page make-up had been very much alike for a number of days he is reported to have



THE INDIANA DAILY STUDENT

"BEAT INDIANA NOW," HOWL HEARD FROM PURDUE BAILIWICK

CRIMSON PLANS KNOTH

MAY RETURN TODAY

MEN NO LONGER SMOKING ON CAMPUS, HINKLE SAYS

3 CHARGED WITH MURDER OF ORME

STUDENT THESPIANS OFFER "THE FALCON" AT CONVO, 9:40 A. M.

PORTRAY ITALY'S NOBILITY

DANCES REIMBURSE DEFUNCT BAND FUND

HOUSES DRAW PLACES FOR SHOW-DOWN TODAY

DEBATERS TO TRY TODAY FOR PLACES ON VARSITY TEAM

TWELVE MEN TO SPEAK

Musicians Place Tickets on Sale for Mozart Opera

OPEN B. H. S. CAFETERIA

THIRD FASTEST TYPIST IN WORLD TO PERFORM HERE

"141-WORDS-MINUTE" MAN

Y. W. HALF WAY TO GOAL

TO HEAR SURVEY REPORT

WINS HONORABLE MENTION IN PLAY-WRITING CONTEST

COUNCIL ADDS ADDITION

TO CHOOSE RIFLE TEAM

Rainfall Friday Night Heaviest Since Sept. 19

MRS. FELTON TAKES OATH

Clark-Ross Players' Productions Close With Adequate Performance of Ibsen's "Ghosts"

Sophs Down Frosh, 6-5, in First Game of Soccer Title

Fig. 15.—A good make-up which like No. 1 and No. 3 depends upon arcs for its effect. The arcs in this case face each other.

exclaimed, "We must change the display in the show-window. We have been advertising the same thing all week. We must show them something new,"

The analogy between the front page and the show-window is a good one. The front page should be as much of an invitation to "stop and read" as the show-window is to "stop and shop." It gives the editor an opportunity to diplay his wares

THE INDIANA DAILY STUDENT

BLOOMINGTON, INDIANA WEDNESDAY, DECEMBER 13, 1922 ESTABLISHED 1867.

CUB NABS WORKERS, LEARNS FINAL DOPE ON SHOW TONIGHT

EXPLAINS ABOUT TICKETS

THERE'S NO END TO NUMBER OF RHINIES WHO'D PILOT CLASS

FROSH TO VOTE THURSDAY

COOK SELECTED TO GUIDE DESTINIES OF 1923 JUNIOR PROM

CLASS TO RATIFY PLANS

FRANCE RECOGNIZES I. U.

ATTORNEYS ARGUE TO "NO DECISION"

"ALL-STATE" TEAM WILL INVADE BRAZIL FRIDAY

OGG ADDRESSES FARMERS

$100 ADDED TO LOAN FUND

ARBUTUS DRIVE STARTS

SWIFT TO DISCUSS AMERICAN LIBERTY IN CONVO SPEECH

SERVED IN CIVIL WAR

DEBATERS PASS SECOND TRIAL FOR LEAGUE MEET

SALVATION ARMY FUNDS

DEMOCRATS TALK TACTICS

VETERANS HEAR SPEAKER

DR. BRYAN TELLS OF HIS EXPERIENCES AS STUDENT EDITOR

REVIEWS PAPER'S GROWTH

PHI BETA KAPPA PICKS 29 MEMBERS AT FALL MEETING

TO BE GUESTS AT DINNER

ALUMNI GIFTS RECEIVED AT MEMORIAL OFFICES

60 TAKE NIGHT SCHOOL

GRID SWEATERS HEARD FROM

CLASS TO MEET IN CITY

GEIGER DIVULGES LIST OF GLEEMEN FOR PICTURE

Weather Forecast

FIG. 16.—A unique four-point effect which can easily be obtained by the grouping of headlines at the top, bottom, and sides.

before the public and the front page is a show-window as much when the paper is thrown on the front porch and the subscriber picks it up as when the paper is displayed on the newstand.

Certainly an editor is not taking full advantage of all the possibilities of his show-window when he persists in using the same make-up day after day or week after week. Very often

All Men Gather at Stag Session Assembly Hall 7 p. m.

THE INDIANA DAILY STUDENT

W. S. G. A. Masked Ball, 8-12 p. m. Student Building

VOL. 12, NO. 38. BLOOMINGTON, INDIANA FRIDAY, OCTOBER 27, 1922. ESTABLISHED 1907.

SCHOOL OFFICIALS ACT TO SAFEGUARD STUDENT HEALTH

Secretary of State Board of Health, Asked To Advise Local Authorities.

UNIVERSITY WATER SAFE

Holland Warns Against Use of City Water Without Boiling—Experts To Render Opinion Soon.

Bulletin.

Dr. William F. King, state health commissioner, and L. A. Guegel, sanitary engineer for the state health board, will join University health officials at noon today in meeting with local health phases of the water situation. A conference at the Statehouse yesterday afternoon resulted in Governor McCray's decision to send them, it was learned last night. The health officials will arrive today with Paul Hansen, of the Chicago engineering firm, Pearse, Greely & Hansen, who with President Bryan and health officials, conferred with Governor McCray at Indianapolis yesterday.

Sparing nothing to their efforts to alleviate inconveniences of the strictest body during the water shortage, University officials investigated the many details of the situation in conclave yesterday. President William Lowe Bryan presided at two of the conferences held during the day.

A meeting of the faculty committee on student health was called in an effort to perfect plans to excise fear for students. The committee considered investigations that have been made in regard to student health under the restrictions of the shortage and reported following the meeting that nothing indicated any danger. To insure, however, every precaution against illness, the following telegram was sent by Dr. Bryan to the state board of health to enlist co-operation with the state authorities:

Invites Health Official.

Dr. Wm. F. King,

Secretary State Board of Health, State House, Indianapolis, Ind.

I join with the committee of the faculty on student health in inviting you to come to Bloomington for a conference. This committee of experts following the habitual practice has taken every necessary precaution in view of the water shortage in this city and judges the water safe, but desires you to know the facts at first hand and to have your counsel.

William Lowe Bryan.

John W. Frazer, water administrator, and Eugene Kerr, superintendent of grounds, in charge of water distribution, attended the meeting and reported to the committee that the water supply of the University was sufficient to last at the present rate of consumption for several weeks and that it was safe to use. Pleasure, urging the utmost water economy were placed on the campus yesterday.

Warns Against City Water.

Dr. Holland warned against the use of the town water which is served from the mains at certain points

(Continued on Page Four)

MONROE LEADS MARION

Local County Has Most Students Here —Statistics Yesterday's Issue.

Monroe county, instead of Marion county as stated in yesterday's Student, heads the counties of the state in the number of students enrolled in Indiana University this semester. The figure given yesterday for the two counties were incorrect because of an error in copying by a reporter and should be reversed. The correct figures give Monroe county a total of 264 and put Marion county in second place with 254 students in the University.

The enrollments from the remaining counties over the state are all under 80, as quoted before, with Union and Starke counties at the bottom of the list with two students each.

Monroe county's large representation in the University is a result of a number of families moving here to live until their children finish school. This fact is augmented by the convenience of the University for those already living here. Indianapolis, with its large population, is responsible for the size of the Marion county figures.

Psychologists Say You Can Not Believe Your Own Ears

Student Experiment Demonstrates Unreliability of Stories Told by Same Rumor.

No Two Persons Can Tell The Same Thing In The Same Day, Hook Says.

In order to ascertain the reliability of reports of occurrences and events after they have been repeated by several individuals and to study the psychology of rumor, the following test was given to the class in Experimental Psychology.

The instructor took a student into a private room and told him to make a professional effort to remember the sentence which he would read, and to write it immediately thereafter. A second student was then sent in and he wrote the communication as read.

(Continued on Page Four)

INSPECTS R. O. T. C. REGIMENT NOV. 14

Col. Biddle To Visit University Unit Third Day After Armistice Day.

Colonel R. H. Biddle, of Columbus, O., will inspect the local R. O. T. C. unit Nov. 14, for recommendation to the war department, according to Major R. E. O'Brien. The inspection will come three days after the Armistice Day review.

Upon Colonel Biddle's verdict partly depends whether or not the local unit will make place the University among those twenty colleges distinguished for their military standing. Indiana University has won this honor for three consecutive years and it is hoped that the R. O. T. C. members here will continue yet another year to receive a gold star on the right sleeve of their uniforms.

"Yesterday's review placed a 100 per cent. improvement over those of the former weeks," said Major O'Brien. "The lines were much better and the movements were executed with more precision. It is urged that more students attend the Thursday review for students support is given formable consideration in the selection of Distinguished Colleges."

Major O'Brien further proceeded that the men pasture the shoes as prescribed. The uniforms are to be worn and it is thought that the unit will be completely uniformed within a week.

AUTO ACCIDENT RESULTS IN $1,000 DAMAGE SUIT

Crow," He Says Mercer Affair Was Sat. 29—Wants Trousers At $6.

As a result of an automobile accident at Ingalls and Hillwood avenue, Aug. 29, James H. Hoover for Christ Carl against John an S. Tolle for $1,000, which the plaintiff alleges he was thrown out of the car and cut on the pavement.

The plaintiff complains that a pair of trousers valued at $10 was destroyed and that bruises and injuries sustained necessitated the payment of $20 to a physician. He further says that he was compelled to lose work for not one half days of work, causing a loss of $100. Besides this much suffering and pain was caused Hoover according to the complaint.

Former State Geologist To Visit South America

W. S. Blatchley, '77, is soon to leave his home in Indianapolis for a four months' trip in South America. He will sail from New York City, Nov. 25.

Mr. Blatchley will go down the east coast and return by the west coast, visiting the principal cities of the different countries. He was formerly state geologist, and will devote most of his time on the trip to scientific research, it is said.

JOB HUNTERS MAKE $4,775 IN MONTH

Y. M. C. A. Employment Bureau Puts 224 Men Wise to Odd Jobs

$4,775 in one month.

That is the amount men students have earned by following tips and pointers given by the Y.M.C.A. employment bureau in steady and odd jobs in Bloomington.

A total of $1,000 of the sum was earned in steady jobs and the balance in odd employment. The employment secretaries, Herman Wells, '24, and Arial Thalen, '24, are accepting 224 men with odd jobs. That report was made in the regular weekly Y.M.C.A. cabinet meeting last night.

Plans are being made by the Y. M. C. A. for the visit of Elmer Talbot, foreign student secretary of the International Committee of Y.M.C.As., to the University next Tuesday and Wednesday. A meeting of the entire local cabinet, and a Black Tuesday afternoon will be in the form of a reception for Mr. Talbot. The Cosmopolitan Club will co-operate with Mr. Talbot in holding meetings among foreign students of the University, it is stated.

DRIVES WILL NOT ENTER HOUSES SANS PANIEL O.K.

Financial Campaign Now Becomes "Nuisance" in Charge of Fraternities.

William first pinioning petroleum from a Bandelteer committee, all unlimited drive in fraternity houses will be prohibited.

This block knell to every form of financial drive, except the assessment ones, was sounded at a meeting of the Men's Federation Council, last night. The members appointed on the committee were: Ted Matthews, '23; Harold Woods, '24, and Barrett Woodhall, '24.

No secret drive precipitated the action taken, it was stated. So many drives for donations have been go had in the houses that they have become a nuisance, it was further shown. A fixed limitation of the height of any campaign will be made by the committee, the council said, and liberal permission will be granted for worthy causes of athletic, University and religious nature.

PICK THESPIANS TONIGHT

Garrick Tryouts Scheduled Club Meet To Vote At 7 P. M.

Romeo and Juliet, grandpa and grandmas, ballet dancers and Others, who tried out for the Garrick Club, honorary dramatic organization, Wednesday and Thursday evenings, will be voted on tonight at a called meeting of the Garrick Club, according to Seth Masters, '23, president of the organization. The meeting will be held at 7 o'clock in the lecture room of the Journalism Building.

More than 40 students, who were chosen from the 120 who tried out last week, repeated stunts this week on Wednesday and Thursday evenings.

CLUB TO HAVE PARTY.

A Halloween party will be given at the meeting of the Rotary Club Monday evening, Oct. 30, at 7:00 p. m. in Biology 25. The dance card will be given by Allsublue Yoder or the 'life' cut out flowers.

COEDS WILL WHILE AWAY NO-DATE NIGHT IN DANCING

W. S. G. A. Mask Ball To Be Held in Student Building From 8 to 12 o'Clock Tonight.

PRIZES TO BE AWARDED

Feature Dance To Be Given By Elizabeth Weirich, '23, and Portia Cooper, '23.

The University's 1,334 coeds are included in the W. S. G. A.'s invitation to attend a mask ball in the Student Building from 8 to 12 o'clock tonight.

The ball will be first of a series of three major W. S. G. A. entertainments. Hallowe'en and spring dances will furnish the other two all-coed orchestra. Rachelle Cooley, '23, Miss Clapham, Maud Mary Elizabeth Hayes, '24 compose the committee in charge tonight. Caroline Brown, '23, is entertainment committee head.

Dancing through the evening will be interspersed with special numbers. A feature dance will be given by Elizabeth Weirich, '23, and Portia Cooper, '23.

Every co-ed attending may be masked. Before the removal of masks at the close of the second dance judges will pick the best costume and award prizes. Judges who will wear Hallowe'en costumes are the Misses Isabel Stole, Georgia Pixley and Agnes Wells.

The no-date ruling will hold sway tonight because of the home football game tomorrow. The night dearth of campus dances and "dates" is expected to result in the largest women's gathering of the year.

EMERSON, RAMSEY ON RADIO PROGRAM

To Speak on "Preventative Medicine" and "New Radio Messenger Are Transmitted."

Dr. Charles P. Emerson, dean of the Indiana University School of Medicine and one of the fathers of the American Association of Medical Colleges, and Dr. R. R. Ramsey will be the speakers Tuesday night on the radio program to be broadcasted from the News-Sun-Hamilton station of Indianapolis.

Prof. L. the general of the series of weekly educational programs being given by the Indianapolis station. Dr. Emerson will speak on the subject of "Preventive Medicine," and Dr. Ramsey will discuss "Radio Messenger."

Dr. Emerson, dean of the School of Medicine, has been a leader in the movement for medical education since 1905. He was instrumental in the establishment of the Indiana University School of Medicine in 1903. He was also the first president of the Association of Medical Colleges.

Dr. Ramsey is a graduate of Indiana, Harvard, and Johns Hopkins Universities. He has studied extensively in Europe and has been a professor of medicine and surgery at the Indiana University School of Medicine since 1903. He was also instrumental in the establishment of the Indiana University School of Medicine.

RILEY MEMORIAL GROWS

Kinsman of Late Set $2,000 As Goal For Hospital Fund.

According to information received from the Riley Memorial Association in Indianapolis generous contributions to the Hospital fund are being made by organizations throughout the state.

The sum of $250,000 has been fixed as the goal for Indiana Kinsmen's donation to this fund. At a recent meeting the Columbus Kiwanis Club raised the sum of $2,000, an average of $20 per member, and the Warsaw Club subscribed $2,000 as its share of the fund.

Teachers and pupils of school No. 45 in Indianapolis have pledged the sum of $300, the Hamilton County Junior Red Cross has pledged $1,000; and the Rotary Club of Bloomington has subscribed $2,000.

Timepiece In Tower Is Gem of Accuracy

Keeping a constant vigil over the fleeting minutes and recording the hours which have been making a record for itself recently for extreme accuracy, responding to the skillful regulation of John Riley, Student's electrocardiogram, the timepiece has gained less than one-half of a second during a week's run. During the summer session the clock varied about 1/2 second. The usual variation, up to this time, has been about ten seconds a week.

BEVERIDGE TO GIVE VIEWS ON CAMPAIGN ISSUES HERE NOV. 1

Ex-Senator To Address Students of Classes and Townspeople at Coast House.

WAS IN SENATE 2 TERMS

Republican Nominee For Senator Is Graduate of DePauw—Author of Many Books.

Ex-Senator Albert J. Beveridge, Republican nominee for United States senator, by approval to relinquish himself from his regular campaign engagement for Nov. 1 to address Indiana University students at convocation on that date.

The convocation speakers are announced as indicated by ex-Senator Beveridge who has visited Indiana University on many occasions. He has been invited by Dr. H. B. Childs, chairman of the convocation committee, to speak on the issues of the fall campaign.

Boxing and Author.

Mr. Beveridge is well known as an orator and Republican campaign speaker. He is the author of a number of books. He "Life of John Marshall" has been placed by critics as one of the greatest books of the decade. He has served as United States senator from Indiana for two terms and is the Republican nominee for governor.

Following his graduation from DePauw University in 1885, A. Beveridge engaged in the practice of law in Indianapolis. He was admitted to the bar in 1887.

Two Years In Senate.

He was elected United States senator from Indiana for two terms from 1899-1905, and chairman of the Progressive National Convention at Chicago in 1912.

Following his nomination for governor Mr. Beveridge will speak on that issue before leaving his stand on the campaign issues. He will speak at Wiseon Hall.

MRS. CLARKE TO ADDRESS LOCAL DEMOCRATS TODAY

Woman Speaker Will Be Accompanied By Mrs. Ralston—Luncheon To Be Given At Blue Lantern.

Mrs. Grace Julian Clarke, of Indianapolis, who will speak at a Democratic reception and political meeting this afternoon, will be accompanied by Mrs. Samuel M. Ralston, Mrs. Charles Evans, party chairman, announced yesterday. The meeting will be held at the city hall.

In honor of Mrs. Clarke, a luncheon will be given at the Blue Lantern Cafe, at noon. Chairmen of all women's organizations in the district have been invited to attend. The speaker will present to the women voters various phases of the part women should play in politics.

Weather Forecast

Fair Friday and Saturday; warmer Friday.

Vociferous Expostulators Will Lead Stag "Session"

Non-daters To Gather and Talk Football Tonight—Captain Clark, Pat Myers, Among Orators—Archie's Band To Play.

Ex-Sailors Observe Navy Day And Wear Uniforms

Tribute to all men who served in the United States Navy in past wars, and the present day navy, will be paid today by observance of a national Navy Day. No plans have been made for a local observance of the day, it is understood, other request is made that all ex-sailors wear their uniforms.

The prime purpose in setting aside a day in honor of the country's fighting forces on water is to instill into people living inland an accurate conception of the importance of the navy.

A request now made by the navy department that a special connection be held in observance of the day, has also found to be impracticable, H. G. Childs, chairman of the convocation committee, announced, owing to the short time when the notification came.

MICHIGAN AGGIES TO OCCUPY BLOCK OF 100 SEATS SAT.

Agriculturists Notify Manager Pyle To Reserve Large Number.

ARRANGE ROOTER SECTION

Goode and W. A. A. Each To Have Special Portion of Bleachers—Prices Range From $1 to $2.

When the Ross moves on the kick-off at 2:30 p.m. in tomorrow's game with the Michigan Aggies, a fairly strong delegation of rooters will occupy the coney's section of the bleachers. A request for the reservation of 100 seats has been received from the Michigan school, according to Senior Manager Ernest T. Pyle.

All the seats have been reserved this season, with sections A, B and C on the south side of the field reserved for the Indiana rooters. Sections D and E on the same side, are being reserved for freshmen coney, faculty, and alumni. Section A on the west half of the north bleachers, is to be used section seats with a block of 100 seats in the center of this group set aside for members of the W. A. A.

Prices for tickets have been established as follows: A and B rooters section, $1.50; C of rooters section, $2; section D, $2; section E and F, $1.50, all seats on the east and west ends of the field, $1.

Plans have been made to pull a big grounds preceding the admission of fans, in order to protect those holding reserved seats. The band promises to be on the field in full strength, and will endeavor to inaugurate the performance which drew such enthusiastic praise from the Madison crowd.

The record of 10 carloads of bleachers with seating accommodations for 7,000 people, from Indianapolis will become the seating capacity of Jordan Field in 1923. The new bleachers were first used at Indianapolis at the Indiana-Minnesota game.

CHURCHES PLAN PARTIES

Hallowe'en Festivities Carded For Social Amusement.

Churches of Bloomington are filling for student favor by giving numerous Hallowe'en parties this week end.

The student circle of the First Baptist church will give a social at the church this evening at 7:45 o'clock.

The First Christian Church will hold another Hallowe'en festival this evening at 7:45 o'clock.

A student social, under the auspices of the student class, will be given at the First Presbyterian Church, Saturday night at 8 o'clock.

Attendants at these socials are promised all the fun that goes with a Hallowe'en revels.

HEAP BIG CHIEFS TO POW WOW WITH INDIANA PAPOOSES

Red-Man's Love Feast on Eve of Homecoming Planned by Rooters.

ORME TO LEAD CEREMONY

Grads and Undergraduates To Rally 'round Flying War Feathers, Thunderous Tom-Toms.

Indian war cries and tom toms will rend Indiana men and alumni to the 1922 Pow-wow in the Men's Gymnasium on the eve of Indiana's Homecoming fray with West Virginia, Nov. 11. Indian headpieces, a huge bonfire, the Red Indian yearlings and decorations will be necessary in forming a Red Men's love feast this year, it was decided in last night's meeting of the Rooters Club.

Verne Orme, stylist the big chief of the Mohicans from the tribe of "I" men, will wear the headmaster's feathers for the annual Pow-wow. Pacing up and down in Red-Skin fashion and waving his "Indian" talk, Orme will give the signal for an array of violents and plumed to open a program of enthusiastic speeches. Fifteen hundred feathered top-knots will be distributed to men attending the affair.

In order to attract an unprecedentedly large band of men the price of the Pow-wow will be 50 cents this year instead of the usual $1.

The purchase of a silver cup to be awarded by the Rooters Club to the organization whose chapter house is best decorated for the Homecoming festivities was announced. The new idea of an Indian atmosphere will be carried out in the house decorations.

The war-path theme about a three bonfire will end the celebration. Coeds who will observe Homecoming with a dinner at 6 o'clock on the night of the Pow-wow probably will join in the doings about the bonfire.

Rodenburg Is Speaker For Republican Rally

Berg, of East St. Louis, Mo., will be the speaker at a Republican rally to the court house this evening, campaign managers announced yesterday. Congressman Rodenburg is the man who nominated Governor Lowden, of Illinois, for president at the Republican national convention, held in Chicago, in 1919.

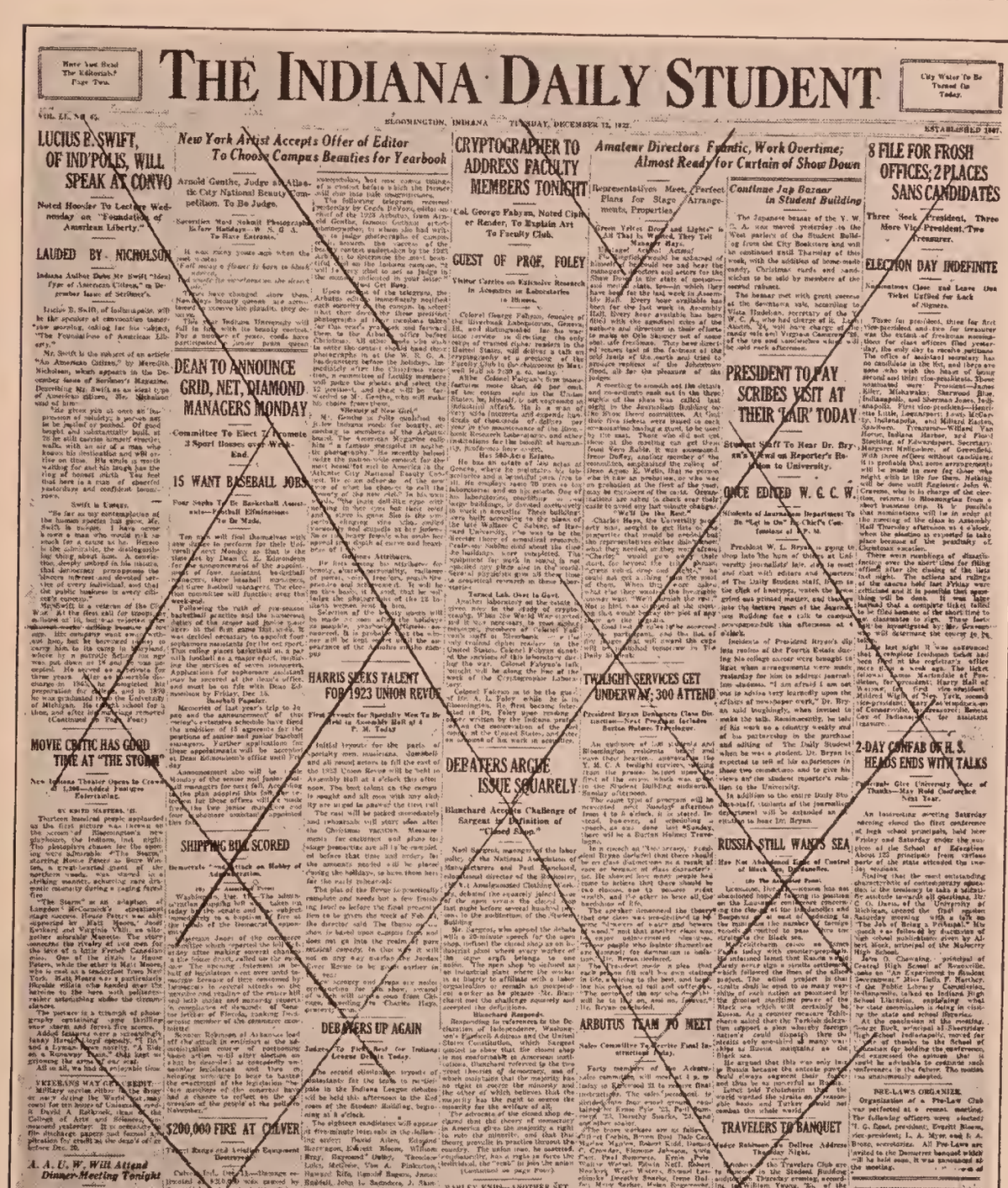
HADLEY SPEAKS ON FARM LIFE.

"Nature Study and Farm Life" will be the subject of the address by Albert H. Hadley, president of the Indiana Audubon Society, to be delivered at the Indiana School of Religion Chapel at 6:45 p.m. Friday.

FIG. 17.—Headlines may be arranged to suggest parallel oblique lines. An effect somewhat similar may be obtained by grouping headlines so that the lines will run from the top of the page toward the right instead of to the left as here indicated.

one will find seven-column papers that run say a three-column news cut or a cartoon in the same position in the upper third

fourth, and fifth columns for months—yes, years. With it they generally run a double-column head in the first and second and sixth and seventh columns. This is a balanced



THE INDIANA DAILY STUDENT

Have You Read The Editorials? Page Two.

City Water To Be Turned On Today.

VOL. LX, NO. 65. BLOOMINGTON, INDIANA TUESDAY, DECEMBER 12, 1922. ESTABLISHED 1867.

LUCIUS E. SWIFT, OF IND'POLIS, WILL SPEAK AT CONVO

Noted Hoosier To Lecture Wednesday on "Foundation of American Liberty."

LAUDED BY NICHOLSON

Indiana Author Dubs Mr Swift "Ideal Type of American Citizen," in December Issue of Scribner's.

Lucius E. Swift, of Indianapolis, will be the speaker at convocation tomorrow morning, calling his address "The Foundation of American Liberty."

Mr. Swift is the subject of an article "An American Citizen," by Meredith Nicholson, which appears in the December issue of Scribner's Magazine. Describing Mr. Swift as an ideal type of American citizen, Mr. Nicholson says of him:

"He grows rich at once at the possession of solidity; a power not to be judged by pocket. Of good height and substantially built, at 70 he still carries himself erectly, walks with an air of a man who knows his destination and will arrive on time. His stride is worth watching for and his laugh has the ring of honest mirth. You feel that here is a man of character, yesterdays and confident tomorrows.

Swift is Lawyer.

"So far as my contemplation of the human species has gone, Mr. Swift is unique. I have never known a man who could risk so much for a cause so lost. Reason is the admirable, the disagreeable thing about him. A conviction, deeply imbued in the insides, that democracy presupposes the decency in power and devoted service of every individual, and that the public business is every citizen's concern."

Mr. Swift is a veteran of the Civil War. At the first call for troops he enlisted at 16, but was rejected on account of his slender clothing because of too much "heart" and too little "meat." His campaign was a short one, but how, but he borrowed money to carry him to his camp in Maryland, where by a patriotic fiction his age was put down at 18 and he was accepted. He served as a private for three years. After an honorable discharge in 1865, he completed his preparation for college and in 1870 he was graduated from the University of Michigan. He taught school for a time, and after his marriage removed

(Continued to Page Four)

MOVIE CRITIC HAS GOOD TIME AT "THE STORM"

New Indiana Theater Opens to Crowds of 1,200—Added Features Entertaining.

BY REED MATTERS, '23.

Thirteen hundred people applauded us the first picture was thrown on the screen of Bloomington's new playhouse, the Indiana, last night. The photoplays chosen for the opening were admirable. "The Storm," starring Monroe Salisbury and Helen Ware, a great historical grant of the northern woods, was shared by a striking manner, achieving rare dramatic intensity during a raging forest fire.

"The Storm" is an adaptation of Langdon McCormick's sensational stage success. Hence Peter's no adept, supported by Matt Moore, Josef Eckhard and Virginia Valli, as also other desirable Monette. The story concerns the rivalry of two men for the love of a little French Canadian miss. One of the rivals is Hugo Peters, while the other is Neil Moore, who is cast as a woodcraft from New York. Both Moore are particularly likeable villains who handed over the heroine to the hero with politeness rather astonishing under the circumstances.

The picture is a triumph of photography containing some thrilling snow storm and forest fire scenes.

Added features are a Mack Sennett bathing beauty comedy, "A Bird on a Runaway Train," this kept us grinning the arms of our seat.

All in all, we find the Indiana a desirable theater.

VETERANS MAY GET BENEFIT

Military section either in the Regular army during the World war, may count for ten months of leisure period, A. David A. Rabinovic, dean of the College of Arts and Sciences announced yesterday. It is necessary for the discharge papers and formal application for credit on the dean's office before Dec. 20.

A. A. U. W. Will Attend Dinner-Meeting Tonight

The American Association of University Women will hold a meeting in the form of a 6 o'clock dinner at the home of Mrs. George Henley, 125 N. E. Kirkwood Eighth and this evening. Members wishing to make reservations may do so by the membership chairman which will telephone all the names in the branch.

New York Artist Accepts Offer of Editor To Choose Campus Beauties for Yearbook

Arnold Genthe, Judge at Atlantic City National Beauty Competition, To Be Judge.

Sororities Mod Nobait Photographs Before Holidays—W. S. G. A. To Have Entrants.

It was many years ago when the poet wrote

"Full many a flower is born to blush unseen,
And waste its sweetness on the desert air."

Times have changed since then. Nowadays beauty queens are accustomed to receive the plaudits they deserve.

This year Indiana University will fall in line with the beauty contest. For a number of years, coeds have participated in junior prom queen

(Continued to Page Four)

DEAN TO ANNOUNCE GRID, NET, DIAMOND MANAGERS MONDAY

Committee To Elect 3 To Promote 3 Sport Bosses over Week-End.

15 WANT BASEBALL JOBS

Four Seeks To Be Basketball Assistants—Football Eliminations To Be Made.

Ten men will find themselves with new duties to perform for their fellows all next Monday as that is the time set by Dean C. E. Edmondson for announcement of the appointment of four assistant basketball managers, three baseball managers, and three baseball managers. The election committee will function over the week-end.

Following the rush of pre-season basketball practice and the numerous games of the sport and junior high school, football has reached a major effort, including the services of seven managers. Application for sophomore assistant may be secured at the dean's office and must be on file with Dean Edmondson by Friday, Dec. 15.

Baseball Popular.

Memories of last year's trip to Joplin and the announcement of the varsity's extensive schedule have fired the ambition of 15 aspirants for the positions of junior and junior baseball managers. Further applications for these appointments will be accepted at Dean Edmondson's office until Friday.

Announcement also will be made Monday of the senior and junior football managers for next fall. According to the plan adopted this fall for selection of these offices will be made from the two junior managers and four sophomore assistants appointed this fall.

SHIPPING BILL SCORED

Democrats "Attack on Hobby of Administration.

By Associated Press.

Washington, Dec. 12.—The administration shipping bill was taken up today by the senate and the subject was discussed at length. The bill was derided necessary to exploit four sophomore managers for the sport. Two college places basketball as a pastime with baseball as a major effort, including the services of seven managers. Application for sophomore assistant may be secured at the dean's office and must be on file with Dean Edmondson by Friday, Dec. 15.

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CRYPTOGRAPHER TO ADDRESS FACULTY MEMBERS TONIGHT

Col. George Fabyan, Noted Cipher Reader, To Explain Art To Faculty Club.

GUEST OF PROF. FOLEY

Visitor Carries on Extensive Research in Acoustics in Laboratories in Illinois.

Colonel George Fabyan, founder of the Riverbank Laboratories, Geneva, Ill., and himself a veteran in the war code service in directing the cryptography of crammed cipher readers in the United States, will deliver a talk on cryptography at a meeting of the Faculty Club in the Auditorium in Maxwell Hall at 7:30 p. m. today.

All the Colonel Fabyan's firm manufactures more than 60 per cent of the cotton cloth in the United States, he himself is not engrossed in industrial affairs. He is a man of very wide interests and expends hundreds of thousands of dollars per year in the maintenance of the Riverbank Research Laboratories, and other institutions for the benefit of humanity, Professor Foley states.

Has 500-Acre Estate.

He has an estate of 500 acres at Geneva, where he maintains his laboratories and a beautiful farm. Here he has employed as many as 70 men to run his laboratories and on his estate. One of his laboratories, consisting of several large buildings, is devoted exclusively to work in acoustics. These buildings were built according to the plans of the late Wallace C. Sabine, of Harvard University, who was to be the foremost figure of acoustical research. Professor Sabine died about the time the buildings were completed. The equipment for work in sound is not excelled any place else in the world. Several physicists are at this time engaged in acoustical research in these laboratories.

Turned Lab. Over to Govt.

Another laboratory on the estate is given over to the study of cryptography. When the World War started there was a necessity to train additional cryptographers, professor of Colonel Fabyan's staff at Riverbank taught many trained cipher readers in the United States. Colonel Fabyan donated the facilities of this laboratory during the war. Colonel Fabyan's talk tonight will be along the line of the work of the Cryptographic Laboratories.

Colonel Fabyan is to be the guest of Dr. A. L. Foley while he is in Bloomington. He first became interested in Dr. Foley upon reading papers written by the Indiana professor on the conservation of the piano content in the United States, and later on the results of his work in acoustics.

DEBATERS ARGUE ISSUE SQUARELY

Blanchard Accepts Challenge of Sargent in Definition of "Closed Shop."

Noel Sargent, manager of the labor policy, Chamber of Commerce of the United States, and Paul Blanchard, educational director of the Bookcliffs, C. I. O. Amalgamated Clothing Workers, debated the squarely picked issue of the open versus the closed shop last night before several hundred interested in the solution of the labor problem in the auditorium of the Student Building.

Mr. Sargent, who opened the debate with a 20-minute speech for the open shop, defined the closed shop as an industrial plant where the workers as an industrial plant where the workers as an integrity to affiliate with a labor organization to remain employed. "The closed worker as he pleases Mr. Blanchard met the challenge squarely and accepted the definitions.

Blanchard Responds

Responding to the reference to the Declaration of Independence, Washington's Farewell Address and the United States Constitution, which Sargent quoted to show that the closed shop is not conformable to American institutions, Blanchard referred to the two documents as "documentary proof" which substantiated that the majority has no right to coerce the minority and that which believes that the majority has the right to coerce the minority and that which believes that the majority has the right to coerce the minority for the welfare of all.

The advocate of the closed shop declared that the theory of democracy in America gives the majority a right to rule the minority, and that the majority prevails in practice throughout the country. The union must be asserted, he declared, has a right to force the recalcitrant into the union.

(Continued on page Four)

FOLEY ENDS—ANOTHER SET.

(By The Associated Press)

London, Dec. 12.—The London conference on German reparations, generally described as the critical conference, ended today in agreement only on another conference. The next link in the long chain of the allies' struggle to get together will be forged at Paris on Jan. 2.

Amateur Directors Frantic, Work Overtime; Almost Ready for Curtain of Show Down

Representatives Meet, Perfect Plans for Stage Arrangements, Properties.

"Green Yokes Down and Lights" is All That Is Wanted, They Tell Manager Hays.

The Legal Actors' Actress

Everything would be advanced of Bloomington would see and hear the managers, directors and actors for the Show Down in the state of confusion and mental state, too—in which they have kept for the last week in assembly Hall. Every hour available has been for the last week in Assembly Hall. Every hour available has been filled with the agonized cries of the authors and directors in their efforts to make an Ode Shower out of some odd, ate freshmen. They have directed lectures last of the Autumnal equinox, flood, all for the pleasure of the judges.

A meeting to smooth out the details and so-ordinate rush act in the three nights of the show was called last night in the Journalism Building by the Show Down committee. At that time five hours were used on each demonstration having a stunt, to be used in the east. There was only one act, those at the meeting can get them from Vern Rubel, it was announced. Irene Bell, another member of the committee, emphasized the ruling of Dean Agnes E. Wells, that no person who is now on probation, or who was on probation at the first of the year, may be members of the cast. Organizations are asked to check over their castle to avoid any last minute changes.

"We'll Be the Best."

Charles Hays, the University pessimist, refused to get into the argument that would be needed, but they were agreed that, for beyond the typical "green yokes" and "lights," he could not get a thing out of them. When they were asked what time they wanted the hydraulic elevator to get into the act, they said that it did not matter, so long as they could be the first act on the program.

A good lot of rehearsing is necessary for the performance, and the list of play dates that will award the cups will be published tomorrow in The Daily Student.

TWILIGHT SERVICES GET UNDERWAY; 300 ATTEND

President Bryan Dethrones Class Distinction—Next Program Includes Burton Holmes Travelogue.

An audience of 300 students and Bloomington residents heard and saw their beaten appreciation the Y. M. C. A. twilight services, rising from the pressure heaped upon the first of the season, which was given in the Student Building auditorium Sunday afternoon.

The main topic of program will be presented next Sunday afternoon from 4 to 5 o'clock, it is stated by Secret Doherty, of speaking a speech, as was done last Sunday, there will be a Burton Holmes Travelogue.

Bryan is speech on "Democracy, President Bryan declared that there should be no class distinctions as a result of race or belief, or of financial prosperity. He showed how many people had the right idea of what constitutes success, one to possess great wealth, and the other to have all the necessities of life.

The speaker denounced the theory that one class was ordained to be the servants of others and hewers of wood and drawers of water, and that another class was ordained to enjoy unearned riches. "Poor people who idolize themselves as being poor are to be pitied," said Mr. Bryan declared.

The President made a plea that each person fill well his own station in life, striving to the best, and keep his conscience at rest and coffee at the service of the any who desire the best, and no difference," Mr. Bryan concluded.

ARBUTUS TEAM TO MEET

Sales Committee To Advertise Final Issue Today.

Forty members of the Arbutus sales committee will meet at 4 p. m. today in Kirkwood 21 to receive final instructions. The sales campaign will be conducted for three days, according to Byron Pyle '23, Paul Bowers '23, Dorothy Banks '24 and several other seniors.

The three workers are as follows: Girl—Corbin, Byron Pool Dale Cox, Marjorie Martin, Robert Kidd, Donald C. Crowder, Jacksonville; Mary Ellen Post, Paul Bowers, Ernie Pyle Paul Mayfield, Dwight Mahon, Lois Hockberg Wren Waters, Russell Lassiter, Dorothy Beasley, Irene Dallas, Mary Barker, Helen Wagoner, Elizabeth Brown, Margaret Wight, Mary Wald, Josephine Bruce, Mary Adams, James McLeester, Mildred Steele, Freedom Brown, Sarena Miller, Helen Wade, Grace Bedford Wayland Beatty, Dwight Scottsville; Paul Mayfield, Dwight Mahon, Lois Chambers, Dorothy Marquette, Mildred Reed, Glenn Jackson and Hugh Spencer.

PRESIDENT TO PAY SCRIBES VISIT AT THEIR 'FAIR' TODAY

Student Staff To Hear Dr. Bryan's Views on Reporter's Relation to University.

ONCE EDITED W. C. C. W.

Students of Journalism Department To Be "Cub in One" To Chief's Confessions of A. P. M.

President W. L. Bryan is going to drop into the hum of things at Lindley this morning with a few words and chat with editors and reporters of The Daily Student staff. Bryan is the chief executive of the journalism department, and the talk is to be one of his informal talks to the students of the department.

In addition to the entire Daily Student staff, students of the journalism department will be entertained at an initiation to hear Dr. Bryan.

RUSSIA STILL WANTS SEA

Has Not Abandoned Ideas of Control of Black Sea, Says Professor.

By The Associated Press.

Lexington, Ky., Dec. 12.—Russia has not abandoned hope of coming to possession of the Lausanne conference concerning the closing of the Dardanelles and Bosporus to war ships, according to the minimum the number of foreign ships that are permitted to pass through straits in the Black sea.

Mr. Feldsherin, cause as James Mavor, professor of political economy at the University of Toronto, who followed the lines of the allied project. The allied project is that straits should be open to as many warships of each nation as possessed by the greatest maritime power of the Black sea which will certainly be Russia. As a counter measure Mr. Mavor asked that the Turkish delegation support a plan whereby foreign interest could dispose there of their interests only one-third as many warships as Russia maintains as the Black sea.

He argued that this was only logical because the entire purpose of Russia always augment their fleet and to be powerful as the Black sea. Latest told Tchitcherin thinks the world worded the straits on a reasonable basis and Turkey could not combat the whole world.

TRAVELERS TO BANQUET

Judge Robinson to Deliver Address Tuesday Night.

Judge Arthur R. Robinson, of the state supreme bench Members may secure tickets at the banquet from Jesse McClain, '23; or William Young, '23.

8 FILE FOR FROSH OFFICES; 2 PLACES SANS CANDIDATES

Three Seek President, Three More Vice-President, Two Treasurer.

ELECTION DAY INDEFINITE

Nominations Close and Leave One Ticket Unfilled for Lack of Signers.

Three for president, three for first vice-president and two for treasurer was the extent of freshman nominations for class officers filed yesterday, the only day to receive petitions. The office of assistant secretary has no candidate in the list, and there are none who wish the honor of being second and third vice-presidents. Those nominated were: President—James Riley, Mishawaka; Sherwood Blue, Indianapolis, and Sherman Jones, Indianapolis. First vice-president—Henrietta Little, Jeffersonport; Frank McCarty, Indianapolis, and Millard Kaiser, Spiceland. Treasurer—Willard Van Horne, Indiana Harbor, and Floyd Steeling, of Edwardsport. Secretary, Margaret Mellenkamp, of Greenfield. With these offices without candidates it is probable that some arrangements will be made to care for those who might wish to file for them. Nothing will be done until Registrar John W. Cravens, who is in charge of the election, returns to Bloomington from a short business trip. It is possible that nominations will be in order at the meeting of the class in Assembly Hall Thursday afternoon at 4 o'clock, when the election is expected to take place because of the proximity of Christmas vacation.

There were rumblings of dissatisfaction over the short time for filing offices after the closing of the lists last night. The actions and rulings of the caucus held last Friday were criticized and it is possible that something will be done. It was later learned that a complete ticket failed to be filed because of the short time the classmates to sign. These facts will be investigated by Mr. Cravens.

Only last night it was announced that a complete freshman ticket had been filed at the registrar's office more than a week ago. The ticket, following names Martindale of Pendleton, for president; Harry Hall of Warsaw, for first vice president; Mildred Wade of New York, second vice-president; Mary Swinehart, secretary, and Ernest Bonnell of Connersville, treasurer; Benona Gay of Indianapolis, for assistant treasurer.

2-DAY CONFAB OF H. S. HEADS ENDS WITH TALKS

Principal Give University Vote of Thanks—May Hold Conference Next Year.

An interesting meeting Saturday morning closed two days conference of high school principals, held here Friday and Saturday under the auspices of the School of Education. About 125 principals from various parts of the state attended the two-day session.

Stating that the most outstanding characteristic of contemporary education is the tendency to take a militaristic attitude towards all questions, Dr. C. O. Davis, of the University of Michigan, opened the final session Saturday morning with a talk on "The Job of Being a Principal." His speech was followed by discussion of high school publications given by Albert Block, principal of the Mulberry High School.

John D. Chenoweth, principal of Central High School at Evansville, spoke on "An Experiment in Student Government." Miss Faith F. Marthey, of the Public Library Commission, Indianapolis, talked on Indiana High School Libraries, explaining what the state commission is doing in citizenship the state and school libraries.

At the conclusion of the meeting, George Buck, principal of Shoreridge High School at Evansville, moved for a vote of thanks to the School of Education for holding the conference, and moved that the opinion that it would be advisable to continue such conference in the future. The motion was unanimously adopted.

PRE-LAWS ORGANIZE.

Organization of a Pre-Law Club was perfected at a recent meeting. The following officers were elected: T. G. Read, president; Everett Bloom, vice-president; L. A. Myer, and R. A. Bruce, secretaries. All Pre-Laws are invited to the Democrat Read which will be held soon. It was announced at the meeting.

Weather Forecast

Generally fair Tuesday and Wednesday with severe cold wave.

FIG. 18.—A checkerboard effect obtained by combining the two forms described under No. 6.

show-window it is true, but it is deadly monotonous. Better to put the cut on the back page sometimes than to give the reader the same kind of a front page night after night.

Other papers run a row of 18- or 20-point two- or three-line drops all the way across the top of the seven columns. From a distance it looks as if the paper had a two-line banner. Upon

THE INDIANA DAILY STUDENT

SMILE and Best Pardon.

BLOOMINGTON, INDIANA, FRIDAY, NOVEMBER 17, 1922. ESTABLISHED 1867.

NEW PREMIER HAS 80 MAJORITY OVER COMBINED PARTIES

Election Means Overwhelming Confidence of People in Conservatives.

50 FOLLOW LLOYD GEORGE

Coalition Liberals Suffer Loss of Two-Thirds of Members—Labor Almost Doubles Representation.

By The Associated Press

London, Nov. 16.—The long drawn-out fight between Premier Lloyd George and Sir George Younger has for the time ended with victory for the chairman of the Unionist party. Younger and his adherents ended their political forenoon at the famous Carlton Club meeting which smashed the coalition and sent Lloyd George into the wilderness on the committee that the country was ripe for a return to straight party politics and in the first ballot that the nation would support their conviction by sending the Conservatives to the house of commons with a good working majority.

Their confidence has been amply justified. Yesterday's elections have returned a parliament with almost the same overwhelming predominance of Conservatives as the last parliament elected in 1918 on a wave of grateful enthusiasm to Lloyd George as "winner of the war."

In the new parliament Premier Bonar Law will command an apparently impregnable majority of 80 over all parties combined. The coalition Liberals after the calculation numbered 130; they are represented in the new parliament by only 44 members. Lloyd George's following is reduced to less than 60.

The Asquithian Liberals improved their position, rising from 36 in the old parliament to 63 in the new, but they did not do as well as they expected. On the other hand Labor, while it failed to fulfill the high hopes the party entertained, has done exceedingly well, rising from 70 to 136 seats.

There have been many noteworthy casualties among all the parties, the most striking perhaps being the defeat of Arthur Henderson, labor leader, and Winston Churchill, former colonial secretary, and the overthrow of five members of the new administration few whom seats will have to be found.

EGYPTIANS SEEK FREEDOM

To Demand Complete Release From Great Britain's Rule.

By The Associated Press

Lafayette, Ind., Nov. 16.—Final adjournment for Egypt and the Sudan with the exception of the British troops and an official apologize there for Great Britain in the debacle of the Egyptian people which call be played. Before the Lausanne peace conference, Hamdi Pasha, head of the unofficial Egyptian delegation, told the Associated Press today. His statement coming the first time Egypt in the Egyptians have their story will formulate of the deportation problems of the conference.

Scores Fail To Arrive; Singers Use Old Music

Old music was used at the rehearsal of the Girls' Glee Club Tuesday night because the scores for the new operetta did not arrive.

"The letter was sent in June," John Geiger, director of the club, stated yesterday, "and we have received no word from the publishers. They probably has been a delay in shipment, as the music is out of stock."

Short rehearsals have been held for the last few weeks because of the lack of the music. The operetta, "A Lesson in Courtship," to be given this year will be produced as soon as the music arrives, Mr Geiger said.

PURDUE PLANS FOR HUGE HOMECOMING

Pep-Session To Start Week-End Activities—Saturday To Be Big Day.

Special to The Daily Student.

Lafayette, Ind., Nov. 16.—Plans for a complete homecoming celebration, complete from the assignment of grade at the trains to the raising of the famous old Purdue victory bell after the Indiana football game next Saturday afternoon, are fast nearing completion according to alumni secretaries and officials in charge here today. New Bleachers to accommodate several thousand people will be built and a block of seats have been held for Indiana students.

The bell will be blown off the week end Friday night by a pep-session, which, it is reliably will be unsurpassed by any meeting that has ever been held here. George E. Ragan, famous orator and ex alumnus of Purdue, is on the program of the session, as is Jimmy Phelan, popular Butlermember comedy.

Saturday's festivities will be opened by the laying of the cornerstone of the new $1,500,000 Memorial Union Building. Immediately after the annual Conference cross-country meet will be held, followed by a tea for the alumni near the rear of the proposed athletic stadium, while the

(CONTINUED ON PAGE FOUR)

Orangeade Rocks Mose To Steal Bonds in Families

"The band isn't fair to Purdue," Professor Lloyd M. Overgrave, of the economics department, said yesterday afternoon as he made a caricature to start the fund for the trip.

"The band is three times as large as it was 25 years ago when I was a student here," he claimed. "It is not only bigger but it is equipped better now it is a better band than the one we had in those days. Every effort must be made to get that band to Lafayette."

Mr. Overgrave's contribution was the first toward sending the band this time. A large part of the money for the trip is expected to be raised at the same pep meeting on Jordan Field Saturday afternoon. Arthur Coulter, president of the Booster Club, was authorized by the club last night to investigate further plans for financing the band trip. He will make an announcement of those plans some time today or tomorrow, he said.

TO SELECT TRACK MANAGER MONDAY

Committee Will Choose 1 Senior, 2 Junior Bosses From 9 Applicants.

Selection of the student managers for track next cross-country will be made Monday night, according to a statement yesterday by Dean C. E. Edmondson. The senior manager and two junior assistants are to be chosen from a list of applicants composed of six seniors and three juniors.

The choice will be made at a meeting of the committee in charge of the selection of managers for the various branches of athletics, composed of Dean C. E. Edmondson, Dr. W. J. Moenkhaus, Acting Athletic Director George W. Levis, John Hastings, president of the Alumni Athletic Board, president of the Boosters Club; Paul Summers, president of the Indiana Union; and Emil Chaney, captain of cross-country. The committee would have completed also the captain of the track team, but none has been elected for the coming season.

Little qualification was developed in the race for student leaders with the field and cinder sports, as there are only nine applicants as compared with 16 names which were entered for managers of basketball.

RESIGNS FROM BOOSTERS

Climax Tourney Makes Unexpected Election to Club Necessary.

An election for an unorganized vacancy executive in the Boosters Club to take the place left vacant by the resignation of Clarence Blum, '23, will be held next Thursday afternoon at 4 o'clock, Russel Wise, '23, president of the Association of Undergraduates announced last night.

Nominees for the position must be handed to Wise before 5 o'clock Tuesday afternoon. The members will be voted on in open meeting which will be held in Assembly Hall Thursday afternoon.

Addington Goes Over Big, Final Figures Show

Official returns from the recent election reveal that F. A. Addington, blind student in the Indiana University Law School, won a seat in the house of representatives of the state legislature by a plurality of 3,252 votes over his Democratic opponent, Clarence Mallows. Official figures give Addington 6,589 votes to his opponent's 3,450, and show that Addington carried 20 of the 44 precincts in the county.

Addington will represent Rawlings county at this winter's session of the legislature. His home is at Portland.

POLO MOUNTS TORN DOWN, REBUILT FOR SMASHES SATURDAY

Drivers Woodsmall, Pyle Said To Be Best Available for Match.

CARS HAVE LONG RECORDS

Parks Christened Apollo Jr. and Methuselah—Keehn's Car 1917 Model—Pierce's 1913

Shorn of their top parts and with three chassis completely dismembered, two wrecked Fords were subjected to an all-seeing inspection yesterday, before they are assembled today to serve as mounts for the titanic polo struggle on Jordan Field Saturday afternoon. The whitewashed of the owners, who expressed fears yesterday that amateur motives might endanger their possession before the battle.

The two entries that will be sent into the fray are both backed by a long and incredible record of service, according to the owners, Hiram Keehn and William Pierce.

Keehn's hope, voiced as the entry book at Apollo Jr., was christened after the Greek god of music. The car is a custom-built model, constructed in 1917. It has been in action on the field in many states and has one of this Marionville many times. This is not it, first appearance on the campus.

Methuselah Dependable.

The other car, entered by "Bill" Pierce has the edge on Apollo as far as age is concerned, being of the vintage of '13. Methuselah, as the "steed" has been named, has fulfilled the old age that "the first ten years are the hardest" and has acquitted itself well, according to its owner. The work of the car has not been spectacular, but has been dependable through all this here.

Ernest Pyle and H Mosley Woodsmall, the drivers, and players to ride the opposing cars are the best to be found and with weather conditions favorable, the match Saturday afternoon should be the greatest ever seen here, it was said yesterday.

Keller To Ride.

Before leaving his headquarters last night, Pierce announced that his chief mechanician and helpful chief for the combat will be Granville Keller. Dale Cox was announced as Keehn's head second.

Final arrangements will be completed today, including the hiring of officials and timers for the contest. It was unofficially announced that the band would entertain the crowd and that the intermission between halves would be filled with free outdoor polo to be arranged.

TICKET SALES HEAVY

Purdue and Rose-Clark Tickets Sell Readily.

Yesterday was a busy day for ticket sellers in the bursar's office, with a fairly heavy sale of tickets for both the Purdue-Indiana football game and the Rose-Clark plays in passages.

Accordling to employes in charge of the sale, the best tickets for all three performances of the theatrical company are going fast, with the presentation of the plays still four days away. Part of the tickets for these productions are being sold at various places downtown, which draws from the supply of tickets available for the students here and makes it imperative for those wishing tickets, to get them at once.

The additional sale of about 80 tickets for the Purdue battle Nov. 25, raises the number of those cardboards sold already more than 100 mark. The demand for tickets for the game is increasing day by day as the date for the trip draws nearer, those in charge pointed out yesterday.

"Deacon" Miles Denies He's Communist; Alleges He "Swore Off" After Graduation

Says Montague Experiment of Past Summer Did Not Result In His Sprouting "Red" Whiskers.

Ex-Columnist of Daily Student Admits Lawyer Operator Made Public Statute Mistake Wednesday

"I commonly say that I don't see what I ever did to warrant a title like that," Lowell (Deacon) Miles, '23, stated yesterday upon picking up a copy of The Daily Student and reading:

"COMMUNIST VISITS HERE.

"Lowell Miles, '23, of Ft. Wayne, 'Dean' of 'Between Bing and Doris,' the column in The Daily Student last year, has been visiting friends here."

"I didn't think even a Democrat could be charged with unconventional beliefs," he declared. Then about himself, "Maybe some staff member recalled that the undersigned I used to grow hair, however. But any one that ever saw it wouldn't charge me with sprouting bolshevik whiskers, I'm sure."

"Perhaps you don't know what 'communist means," some one suggested. A call to a University professor brought forth the definition, "A communist is one who advocates the free use of social utilities by society."

"Well, that doesn't quite," Keeler said, "but since I am a communist after all," last year's Daily Student columnist said, "The free use of social utilities by society." he repeated. "Oh, that must mean the abolition of three cents, the next will be freedom. But I'm sorry to hear now that I was out of school. I could use my clothes on rollers trips like that, and where could my communist-like views would my bolshevik whiskers mean that called me a communist will have to write a 'Beg Your Pardon' for tomorrow."

Y. W. FUND SEEKERS TO SOLICIT COEDS TONIGHT AT DINNER

Campaign for Funds to Be Given On Association Work To Begin at Noon.

BUDGET NEEDS PUBLISHED

Coed Maiden Climbing Up Cliff To Depict Progress of Drive on Campus.

Final plans for the Y. W. C. A. financial campaign to raise a budget of $2,000, which is to begin today at noon, were made at a meeting of all team members which one pole last night after the Association banquet. Final instructions were given to the workers, and pledge cards and leaflets were distributed.

Teams will start organization headquarters, Harriet and Mable Chambers, '25, directors; Mable and Jane Cline, '25 twins; Mary Dale Ford, '23, organized houses; Harriet Chambers, '25, dormitories; Mable and Jane Cline, '25 twins; Mary Dale Ford, '23, unattached houses; Middle Jane Cline will be assisted by Mrs. R. D. Myers and Mrs. J. W. Chavers of the advisory board.

Complete Financial Budget.

The complete financial budget is as follows: Endowment on salary, $900; Chinese and National Y. W. C. A., $1,000; office expenses, $750; Conventions, $250; Social Service, $250; Social Department, $300; Membership Department, $50; Finance, $60; Food, $25. Dues, $100; World's Student Christian Federation, $8. This makes a total of $2,955, and with the $1,000 which the association expects to clear from the sale of candy, and by other means, the goal of $3,000 will meet the expenses for the coming year.

TO SEE COON CAVE.

A trip to Coon cave has been planned by the student class of the First Baptist Church for Saturday morning. The party will leave the church at 8 a. m. and will make the trip via the Illinois Central. Each student is requested to bring his own lunch.

Factories Publish Semi-Monthly Paper To Promote Fellowship Among Employes

Sheet Contains News of City, Employees' Social Affairs; Arthur Bernadt, '11, Editor.

Showers Brothers' Company Furnishes Playground for Children, Hall for Entertainment.

Have you ever heard of Showers Brothers' company? Of course you have, but have you looked at the making here and that is quite an among 1,900 employes, and those of the allied industry, the Nuern Mirror Plate company?

Twice each month a little paper called "Shop Notes" is published in the interest of the workers of the two companies. It contains news of interest about the town, news of the employes' social affairs, and factory news. "Shop Notes" is edited by Arthur Bernadt, '11. Its purpose is to bring the employes in closer contact with one another and with their employers.

The Showers Brothers' company maintains a playground adjoining the office for the use of the children of that district. The company provides a large hall over the general office for the use of employes in reading dances or other entertainments. During the winter months, the company sponsors a number of lectures and entertainments for the benefit of their men and their families. No admission is charged for any one connected with the plant. During the summer, the company has a baseball team which provides another form of diversion for the factory men.

NEW BUSINESS COURSE

Extension Division Offers Short Course at Indianapolis.

A new five-weeks' course in accounting for small businesses will be offered by Indiana University Extension Service in the Indianapolis Technical high school, beginning Nov. 22.

The course is designed for the business man who wishes to keep a record of his own business, or who does not need the full-time services of a bookkeeper. It is intended to help him keep his books in such a way that he can, at any time, go to them and, with a few minutes work, learn just how his business stands. It also will help him to make out his income tax return with ease. Harry L. Kantz, C. P. A., owner partner of Kantz & Kantz, Accountants, is the instructor. He is an experienced teacher and is thoroly up-to-date in all of bookkeeper. It is intended to help him keep his books in such a way that he can, at any time, go to them and, with a few minutes work, learn just how his business stands. It also will help him to make out his income tax return with ease. Harry L. Kantz, C. P. A., owner partner of Kantz & Kantz, Accountants, is the instructor. He is an experienced teacher and is thoroly up-to-date in all of bookkeeper. It is intended to help him keep his books in such a way that he can, at any time, go to them and, with a few minutes work, learn just how his business stands. It also will help him to make out his income tax return with ease.

LIBRARIANS HOLD CONFAB

State Association Meets at Indianapolis—Miss Pratt Delivers Address

Miss Harriet Howorth and Miss Cora Langdon of the University Library are in Indianapolis this week attending a meeting of the Indiana Library Association.

About 300 library workers and officials in the state are attending the meeting which began Tuesday and will end today. This is a biennial joint convention of the Indiana Library Association and the Indiana Library Trustee Association, but the groups are meeting separately.

Miss Mary Pratt, of the Extension Division, discussed, "What the University Can Do for the Library" at the Thursday morning session in the Travertine room of the Lincoln hotel, speaking before the Library Association. Other library topics discussed by various members present covered the library needs of a school, the staff meeting, references and technical books, and the use of the question box.

Deputation Team Goes to Hopewell Today

Eight University men will journey to Hopewell, Ind., today, where they will carry on the Y. M. C. A. gospel team which was started two weeks ago when a party of 10 went west to Beloit. The men who will make the trip are Baker Hutchison, '23, Lavin Ashenhurst, James O. Steele, '23, Wilbur Purdue, '24, Robert House, '24, Ralph McClintock, '23, and William Peck, '24.

While there, the men will stage a track rally, games, stag party and "house feed," mass meetings and discussion groups. A union service of the Hopewell church will cap the climax of the deputation trip.

WILL LECTURE ON TURK

Dr. A. S. Hershey To Speak at School of Religion This Evening.

Reporting his lecture as conciliator in Turkey and the Near East, Dr. Amos S. Hershey, head of the political science department, will speak at the Indiana School of Religion chapel this evening at 6:45 o'clock. Dr. Hershey recently broadcasted this lecture from radio station W. L. S. of Indianapolis. It has attracted nation-wide attention because of its economic analysis of political and economic conditions at the Dardanelles, it is said. In Friday evening's address Dr. Hershey will point out the causes and ramifications of the present Turkish problem.

A second speech will beat Dr. Hershey this evening, according to Lester Porter, '23, chairman of employment with the Indiana Union. Porter is also president of the Union-ity Extension division of the University of Wisconsin. He is a veteran of the World War.

JOINS EXTENSION STAFF

Dr. H. C. Pruchaw Conducts Classes at Ft. Wayne and Indianapolis.

One of the new instructors in the Indiana University Extension Division for this year is Herbert V. Prochnow, assistant professor of business organization, Dr. Prochnow has his headquarters at Fort Wayne, where he is giving a course in economics to a class of about 50 men from the Rotary and Credit Men's Association.

He also conducts classes in Indianapolis in salesmanship and accounting and is interested in research work on retail selling problems, being at present engaged in investigating the retail hardware business.

The new professor received his Ph. D. degree in economics from the University of Wisconsin, and taught for some time previous to accepting his position with the Indiana Division of Extension. He is a veteran of the World War.

BAND MORALE INCREASES

Prospects for Purdue Trip Puts Life in Thursday Night Practice.

Prospects for the band's trip to Purdue enlivened the regular rehearsal last night when uniforms were inspected for the invasion of Lafayette.

"The morale of the band members has picked up wonderfully since the announcement that the polo game Saturday will send them to Purdue," Archie Warner, director, said last night after the meeting.

There probably will be no regular rehearsals next week, officials stated, but drills in marching and formation will be held. Only a short practice preceding the Lafayette trip will be given. The band ended the week on many to get a Christmas concert in before just before the holidays.

Frieda Musicale Given Day By Handel's Memory

The second part of Handel's "Messiah" will be the program at the Friday Musicale today at 3:30 p. m. at the home of Mrs. S. B. Rigdon, East Third street. Mrs. Percy Kime, Mrs. Charles Matthews and Mrs. Glenn Hetherington will sing the solo parts, and the choruses will be sung by the soloists, according to Mrs. C. A. Mossenlin, who has charge of the program. Miss Mabel Hudson will play Handel's sonata on the violin.

Assisting hostesses will include: Mrs. A. V. McIlvaine, Mrs. C. Rusch, Pecsenda, Mrs. L. E. Hickman and Farah Cornhill, '23. The program committee requests that the members assist promptly at 3:30 o'clock in order that the members who desire to hear the Ora B. Talbott concert may leave for Indianapolis at 4 o'clock.

IOWA DEAN TO SPEAK

Carl E. Seashore To Address Faculty Members Here Nov. 24.

Dean Carl E. Seashore, of the University of Iowa, a member of the National Research Council and authority known as a research psychologist, will address members of the faculty here Nov. 24 on the subject "Who's Who" as one of the weekly lectures offered an exceptional attraction by a noteworthy, according to word received by Dean D. A. Helbing.

Professor Seashore is listed in "Who's Who" as one of the world's greatest psychologists. He is the author of many psychological books and the author of several well known treatises on different phases of psychology.

Weather Forecast

Fair Friday and probably Saturday Rising temperature

FIG. 19.—Headlines may be arranged to suggest lines, more or less broken, running across the page. Too rigorous adherence to this form should be avoided. It should not be used frequently.

closer inspection it is seen that there are seven or eight separate headlines but the unrelieved sameness of the thing makes the eye turn to something else for relief, for contrast.

3. *Contrast and Balance.*—The mind naturally demands symmetry or balance. It is not necessary here to go into the reasons why this is true.[1] The fact is well established. But perfect balance is monotonous. Perfect balance is rarely found in nature. Hence the mind also demands contrast and variety.

Thus the editor must plan his front page with these two laws in mind if he wishes his paper to carry the maximum appeal. He must not have perfect balance because that precludes variety. He must not have a completely dissymmetrical make-up because this would not conform to the reader's inherent desire for some element of balance, either of blackness or whiteness, type or cuts.

The case against the perfectly balanced front page was well stated by an editor who, on assuming charge of a paper which for years had observed a symmetrical make-up, at once called in his composing room foreman and said:[2]

> I want to get away from this stiff and unnatural make-up. I don't want this paper to be like an old-fashioned parlor with every chair always standing in exactly the same place. I want it to suggest the spontaneous and the natural. I want it to be so genuine that the reader will feel that he is being given news just as it deserves to be presented—not play up or cut down to meet an iron-clad scheme of make-up.
>
> By this is not meant that I want to get away from a definite typographic style, or that I advocate the building of a lop-sided front page. Our style should be definite, indeed, and yet flexible enough to accomodate each vital new condition that occurs. And the page should be properly balanced, but the balance should be brought about in a natural, general way.
>
> Let's give this paper a typographic flavor of its own by allowing its make-up to vary enough, within certain definite limits, to keep

[1] "The demand for symmetry probably rests upon the fact that man is a bilateral creature, and when he emphatically regards an object, he must be able to read both sides of his body into it. If one side of the figure is overbalanced he feels overbalanced." KITSON, H. D., "Manual for the Study of Advertising and Selling," p. 69.

[2] Quoted in an article in the *National Printer-Journalist*, June, 1922, p. 26.

monotony away, and the reader always on his toes for something new.

That was the attitude of the editor on assuming charge of the paper. Under his guidance the paper took on new interest and increased its income. Moreover, the paper came to be regarded quite generally as one with a pleasing and definite typographic character. There was nothing alarmingly uncertain about it. Its make-up was not scare-heady one day then shrinkingly conservative the next. It was fairly conservative at all times, and yet naturally so.

Readers of the paper came to feel just as that editor intended they should—that they were being given news exactly as it deserved to be presented. Whether they realized it or not, they came to look for "something different" in the make-up of every issue, and that promised "something different" held more appeal for them than any perfectly balanced page ever could have had. Incidentally the fact that the paper "looked different" every day gave its readers the impression that it was enterprising and alert. It seemed to indicate that the editor was always "on the job" and was giving them variety. This impression, combined with the fact that the paper covered all the news in its field, made it immune to competition.

This editor had in mind what is probably the headline display best suited to the average daily and weekly—balance, but not pedantic symmetry, and a different make-up for every issue. Such a make-up can be worked out with single-column heads or with double- or triple-column heads. The diagrams in the foregoing pages give some idea how variety in make-up may be achieved. It is not advisable, however, to adhere too strictly to the balance shown in the diagrams. Indeed, the best news editor is the one who will not hesitate to break balance when news demands the play. Good examples of make up are often found where two, three or even four columns have been thrown out of balance. Upon close analysis it will generally be found that the rest of the page fits some scheme of balanced make-up and can be diagrammed independently of the columns thrown out of balance.

The Milwaukee Journal is a good example of effective display. There is enough balance in the *Journal's* make-up to make it typographically correct. At the same time news is played for what it is worth, there is abundant contrast, and

LATEST THE MILWAUKEE JOURNAL LATEST

Forty-first Year — Friday, July 20, 1923 — 36 Pages—Final Markets

Villa, Scourge of Border, Slain on Ranch

Employe Kills Bandit Once Hunted by U.S.

100 Casualties Occur in Clash Following Assassination; Men Loyal to Pancho Shoot Down His Murderer; Friend of Guerilla Moves to Quell Fighting

Anderson, Dry Chief, Indicted on N.Y. Charge

Larceny, Forgery Laid to State Anti-Saloon League Leader; Books Falsified, Says Writ

Cambridge Coed Likes Her Smoke

Bread Price Inquiry Asked

Ald. Shutkin Proposes Bakers Be Called Before Council

Swamp Girl and Her Captor

Kin of Swamp Girl in Doubt

Plan to Hold Count to Decide on Support in Fight for Liberty

Foot Power Plane Accomplished Fact Say Air Officials

Alleged Burglar Held Under Bond of $1,000

Third Daylight Death Depends on Patrick

Old Sol Climbs Toward Record

Reaches 90 at Noon, Only Three Notches Below Season Mark

Francisco Villa

Milwaukee

Highways in the City

Jail for Auto Pilots Who Strike and Run

Lash Forbidden, Guards 'Cook' Prisoners in Sun

One Dies in Warsaw in Riot Over H.C.L.

Sweetik Quits as Aide to District Attorney

Predicts Colored Ads in Daily Newspapers

Read Gene Stratton-Porter's Great Novel, Michael O'Halloran—Page 31

FIG. 20.—Example of effective display obtained by natural, informal make-up with contrast as well as balance.

the paper has a "salable" appearance. With the increasing encroachment of city papers on the country field, it would seem that it would be good judgment for the publishers of

small daily and weekly papers to adopt the salable make-up of enterprising evening papers.

The Second Front Page.—Most of the larger daily newspapers are printed in two sections. The question arises as

NIGHT EDITION ★★★★★

The Sun and The Globe

NIGHT EDITION ★★★★★ With Wall St. Closing

VOL. XCI—NO. 70—DAILY. NEW YORK, THURSDAY, NOVEMBER 22, 1923. PRICE THREE CENTS.

STATE TO GAIN $10,000,000 BY TAX DECISION

Appellate Division Fixes Basis of Valuation in Franchise Tax Cases.

'DOCTOR' SOUGHT IN MAN'S DEATH REPORTED FOUND

Prosecutor in Connecticut Hears Sutcliffe Has Been Arrested in Albany.

Hulbert and City Prosecutors Plan Vigorous Drive on Crooks

Banton, Dodd and Cohn in Conference Decide to Give Precedence to All Criminal Cases—Warn Holiday Shoppers.

DAVISON CHEMICAL BREAKS 20 POINTS

Slump Comes When Standard Oil Denies Rumor.

CRAIG KNOWS OF NO PLAN TO KEEP HIM OUT OF JAIL

Denies Knowledge of Move Reported Being Made by Group of Lawyers.

GERMAN POLICY WARMLY UPHELD BY STRESEMANN

Ready to Relinquish Office at the Will of the Reichstag.

Here's a New Arkansaw Traveler

He Arrives 100 Strong to Tell of the Wealth of the Open Spaces of His State.

BANTON WILL AID FAKE DOCTOR DRIVE

Police Yet Seek Two Agents of Kansas Diploma Mills.

Mrs. Stokes Pushes Chicago Case

Wires Attorney to Press Criminal Actions Against Husband.

DR. ELMER A. SHEETS ACCUSED BY WOMAN

Mrs. Connors of Yonkers Says He Punched Her.

Three Boys Are Held For Stabbing Teacher

Man Is Held for Kicking Wife to Death

Two Men Are Charged With Abducting Girls

Voodoo Doctor Convicted of Murder

Attempts Suicide In St. Paul's Cathedral

Mrs. Viola Drayton Gets Final Decree

NECESSARILY OMITTED

All the advertisements offered THE SUN AND THE GLOBE to-day could not be published on account of lack of space, necessitating the omission of many columns.

18 Hurt When Passenger Trains Crash Head-On

Radio News and Programs on Page 15

Fig. 21.—Example of effective display obtained by natural, informal make-up with contrast as well as balance.

to what is to be done with the first page of the second section. Various practices are in vogue. A few papers make no

attempt to give this page a distinctive appearance, but run news and advertising on it as they would on any inside page. Most papers, however, take advantage of the fact that the reader is likely to examine this page immediately after he scans the front page. Hence many editors use it as a second page. Some papers feature the fact that it is a second front page by running the logotype name somewhat smaller than on the first page. *The Chicago Tribune,* Philadelphia *Public Ledger,* and *The Milwaukee Journal* are some of the papers that do this. The *Chicago Tribune* has trained its readers to look for local news, special local features, cartoons, comics and the serial story on this page. The Philadelphia *Public Ledger* uses the entire second section as a Business and Financial Section and features business news on the front page of this section. The Baltimore *Sun* runs its editorials on this page and uses the back page as a second front page featuring local news.

Many smaller papers that are printed in two or more sections make a similar attempt to take advantage of the strategic value of the second section. The *Bureau County Republican* of Princeton, Ill., a weekly with a circulation of 7,200 copies, which generally runs three sections, uses the first page of each section as a "front" page. Readers have been taught to look for the biggest local stories on the first page, for secondary local stories on the second front page, and for feature articles and agricultural news on the third front page. The Wayne (Neb.) *Herald,* another country weekly that prints two or three sections, has converted the first pages of these sections into auxiliary front pages. The De Pere (Wis.) *Journal-Democrat* usually features local sports and school news on its second front page.

The twin-front page idea is thoroughly sound. It may mean a little additional effort in making up two front pages, but the additional display for news makes it abundantly worth while. The readers obtain the impression that they are getting more for their money when they see two front pages. It increases goodwill toward the paper.

Some Common Faults in Make-up.—The headline, as we have seen in a previous chapter, has two quite simple functions: To advertise the story and to bulletin it. Some make-up

FIG. 22.—A page suffering from overdisplay. The eye is confused and irritated in attempting to focus on a story.

men, in their excessive zeal for display, that is, in their attempt to advertise a story as much as possible, defeat their own ends by displaying all stories so much that none of them really

stand out. There is a clash of big type and black cuts that causes the eye to grow dizzy in its effort to focus on one story.

CLOUDY

The Sunday Standard

36 PAGES

VOL. 12, NO. 234. NEW BEDFORD, MASS., SUNDAY, MAY 28, 1923. 6 CENTS

PACKET SENATOR 15 DAYS ON HALF RATIONS

RAMSDELL FLAYS HARVEY'S LONDON SPEECH

MINISTER SAYS ENVOY HAS CONTRADICTED U. S. TRADITION

Calls Upon 4th Company to Join in "Universal Condemnation" of Ambassador to Great Britain's Dollar and Cents Address

France Is Not Militaristic by Choice but Through Fear

Self-Protection, Not Greed, Prompts Briand to Want Ruhr and Silesia

Apprehensive of Germans—Under Surface British and French Are Friends

NEGRO ASSERTS HE SHOT SELF, IS IN HOSPITAL

Says He Was Fooling with Revolvers When It Accidentally Discharged

WOMAN CALLS POLICE, CRYING "MAN KILLED"

Two Wounds in Neck Cause Authorities to Doubt Victim's Story

TRACK CLASSIC TO CALIFORNIA BY HALF POINT

Pacific Coast Stars Defeat Harvard 27½ to 27 in Bitter Struggle

DRAMATIC CLIMAX IN COLLEGIATE MEET

First Place Honors Decided in Final Event of the Program

PASSENGERS BOUND FOR HERE NOT ILL, ALL STAY ABOARD

Vessel 45 Days Out When Cutter Came To Aid With Supply of Drinking Water and Food—Due in New Bedford Monday

PINNED UNDER CAKES OF ICE

Boy Injures Thigh When Truck Backs Down Incline Crashing Into Pole—Riding on Rear

Dog Owners Defy Law While Police Fail Duty, He Says

DOYLE WORN BY GRIND, NOW ILL

Representative Takes to Bed Upon Return to This City After Prorogation of Legislature

PERSHING AND WEEKS ISSUE MEMORIAL DAY MESSAGES TO AMERICA

They Bespeak Renewal of Pledges of Loyalty to Nation by People

Dr. Hamilton Asserts 25 Per Cent of Masters Disregard Muzzling Order

Finds Same Proportion of Police Won't Enforce It—Doherty Denies Charge

FIGHT COTTON RATES

New England Members on House Committee Protest

UNITED STATES INVITED

Place Is Reserved as Guests—Conventions

RICKENBACKER LANDS

Ace Completes Transcontinental Flight to Capital

DENAULT CUTS DEMPSEY OVER LEFT EYE IN FURIOUS MIXUP

New Bedford Boxer Injures Champion in Fourth Round of Workout—Carpentier Cuts Loose and Laughs as Blows of Sparing Partner Land on His Jaw

DRESSED HIS WOUND 3 YEARS AGO, NOW CURES ACHING HEART

Romance of Parasse Mills Nurse Reaches Climax in Marriage to Overseer

NO STANDARD MONDAY

The Evening Standard will not be published Monday—Memorial Day.

FIG. 23.—Good display obtained by orderly grouping of headlines.

"Type was made to read." It can't be read with ease if all headlines are set in the same large type and all are clamor-

ing for attention. There should be a clearness and deftness in the arrangement of headlines and text to aid in the quick understanding of the story. The dissymmetrical front page in Fig. 22 shows how we sometimes are made to work harder than we are willing. What Sir Arthur Quiller-Couch said to the author applied with equal force to the make-up man:

"All reading demands an effort. The energy, the goodwill which a reader brings to the book is, and must be, partly expended in the labor of reading, marking, learning, inwardly digesting what the author means. The more difficulties, then, we authors obtrude on him by obscure or careless writing, the more we blunt the edge of his attention; so that if only in our own interest—though I had rather keep it on the ground of courtesy—we should study to anticipate his comfort."

The make-up man who is overzealous in his use of display headings might well ask himself: "What, after all, is the fundamental purpose of display? How can I make type best fulfill this purpose? How can I best make type work in helping the reader to a quick understanding of the story? How can I make it easier and still easier for him?" He will inevitably conclude, if he subjects himself to such a cross-examination, that interest in a paper can be sustained best, not by overdisplay, but by orderly arrangement. A mere glace at a page should be sufficient to give the high spots. A reader's goodwill toward a newspaper is not increased if his attention is scattered and his energy dissipated in the search for news that is buried by heavy display.

How orderly arrangement may be reconciled with abundant display is shown by the issue of the New Bedford (Mass.) *Standard* reproduced in these pages (see Fig. 23).

Some papers have a habit of running short stories without a head. This gives the paper a careless look. Often telegraph stories are run without a headline but with the word "bulletin." Even if the story comes in at the last minute, the editor should take enough pride in the professional appearance of his pages to write a headline for every important story.

Make-up men should not be allowed to break a story on a paragraph when they run it from one column to the next.

The reader may think he has come to the end of the story. Runovers of only a few lines are also bad. It is troublesome enough for the reader to run to another page for the completion of the story. It is decidedly irritating to him to find that he has gone to so much trouble to get a few lines that could have been worked into the first page somehow. Runovers are annoying at best to the readers. It is advisable not to make them worse than is necessary.

The column rules and other rules should not be neglected in the make-up. Without constant watchfulness they become ragged. Money spent for new ones is money well spent. Folio heads, mast heads, and other standing matter should be closely watched for signs of wear.

Another point that should not be neglected in front page make-up is display below the fold of the paper. When the newsboy throws the paper on the front porch, there is no assurance whether it will fall top or bottom side up. If the upper part of page one shows, the eye is certain to be attracted by the display of headlines varying from the single column to the streamer. But suppose the lower part of the page faces you! In a competitive field where street sales count, the paper with display both below and above the fold will prove an easy winner.

While street sales are not an important factor in most cities, the editor cannot afford to ignore the question of display below the fold. Too many weekly papers, for instance, use nothing but a single crossline of 8-point upper and lower below the fold. A two-line drop would be better. A daily paper with a main single-column head of four decks would not make a mistake in using two decks below the fold.

The lower half of the page should not be permitted to be merely the ending place for the longer stories, with some non-essential short item dropped in as a justifier, but should conform to the upper half of the page in the use of heads of varying column widths and carry through the same idea of balance as does the top of the page. An occasional boxed head, three, four, or five columns wide, or a couple of short stories with two-column 24-or 30-point italic heads at the bottom of the

page provide a diversity from the regular use of single-column heads on the lower half of the page.

The point was made in this chapter that the first page is the newspaper's show-window. For that reason there should be something on the first page to interest every class of reader. It should not run too much to one class of news at any time There should be balance in news as well as in make-up. It would be well, if possible, to have considerable representation on the first page of at least the half dozen different branches of news uppermost in public attention for the day. Don't let the first page run altogether to politics, to foreign affairs, to the city council, to war, or altogether to disaster.

Whether local news should divide honors with telegraph on the first page is also a matter for individual decision, but the argument would appear to be all in favor of the use of really important or even reasonably important local stories on the first page rather than devoting it to happenings elsewhere. Nevertheless, it is unwise to sidetrack important telegraph for trivial local. At least two or three good local stories on the first page of every issue, in the lead or second lead positions, would seem to fit in well with an ideal first page make-up for a small daily while in the case of a weekly the emphasis should be entirely on the local.

Every editor should study his paper every day and every issue for improvements. If he is completely satisfied with the quality of his paper, either it is the only perfect newspaper or he is slipping. He should look especially into the routine departments that are taken for granted. The features that have become firmly established are most likely to be neglected. The copy desk "passes the buck" to the operators and they pass it on to the make-up.

Each department should be subjected to a searching analysis. For instance, how are the vital statistics being handled? Are they printed in a form that is easy to read? Do they appear in the same place in the paper each day? What about the weather? Is it complete? What sort of weather reports do competitors print? Does the report answer all the reader will wish to know about yesterday's

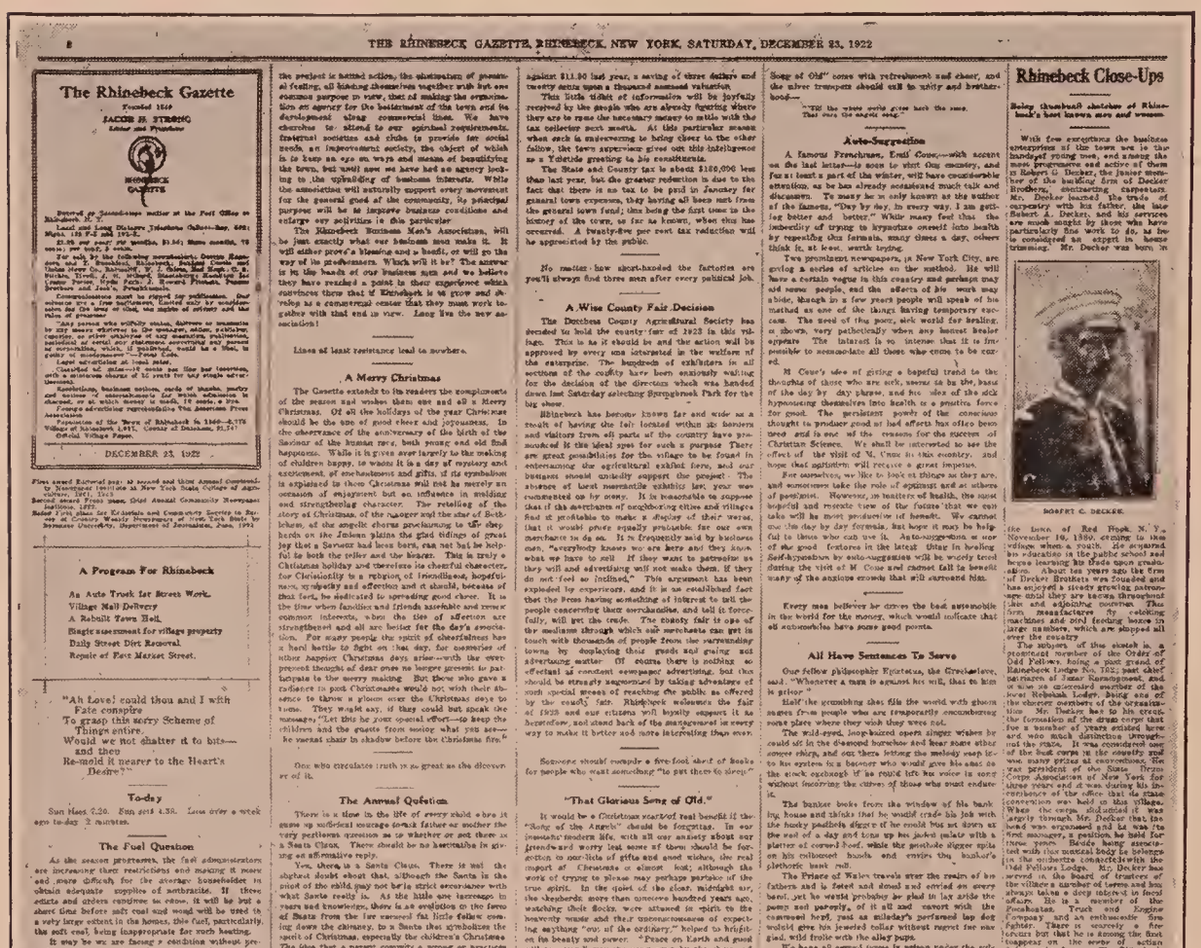
temperatures and the forecasts? What about society? Could the department head be improved on the classification or the subheads?

The Editorial Page.—One of the most significant contributions of Arthur Brisbane to American journalism is the idea that editorials can be popularized by typographical devices. Samuel Hopkins Adams in his book, "Success," describes a conference between Banneker (Brisbane) and Marrineal (Hearst). Banneker has brought to Marrineal a number of dummies showing how he thinks a newspaper should be made up.

> Marrineal turned each dummy inside out and studied the editorial columns.
>
> "You have had these editorials set up in type to suit yourself, I take it," he observed after twenty minutes of perusal; "and have passed them into the paper."
>
> "Exactly."
>
> "Why the double-column measure?"
>
> "More attractive to the eye. It stands out."
>
> "And the heavy type for the same reason?"
>
> "Yes. I want to make 'em just as easy to read as possible."
>
> "They're easy to read," admitted the other. . . . "One more detail. You've thrown up words and phrases into capital letters all through for emphasis. I doubt whether that will do."
>
> "Why not?"
>
> "Haven't you shattered enough traditions without that? The public doesn't want to be taught with a pointer. I'm afraid that's rather too much of an innovation."
>
> "No innovation at all. In fact, it's adapted plagiarism."
>
> "From what?"
>
> "Harper's Monthly of the seventy's. I used to have some odd volumes in my little library. There was a department of funny anecdotes; and the point of every joke, lest some obtuse reader should overlook it, was printed in italics."

Editorials in all Hearst newspapers are set in 10 point type, double measure. While the regular editorials are run on the back page, Mr. Brisbane's own special editorial column "Today" is commonly featured on the front page by Hearst

papers and other papers that buy this syndicated feature. Not only are the Hearst editorials set in large type and in



THE RHINEBECK GAZETTE, RHINEBECK, NEW YORK, SATURDAY, DECEMBER 23, 1922

The Rhinebeck Gazette

Founded 1849

JACOB B. STRONG
Editor and Proprietor

RHINEBECK GAZETTE

DECEMBER 23, 1922

A Program For Rhinebeck

An Auto Truck for Street Work.
Village Mail Delivery
A Rebuilt Town Hall.
Single assessment for village property
Daily Street Dirt Removal
Repair of Fair Market Street.

"Ah Love! could thou and I with Fate conspire
To grasp this sorry Scheme of Things entire,
Would we not shatter it to bits—and then
Re-mold it nearer to the Heart's Desire?"

To-day

Sun rises 7.20. Sun sets 4.38. Less over a week ago to-day 2 minutes.

The Fuel Question

The Rhinebeck Business Men's Association

Close-Ups

Homespun Yarns

Transport On Winter Time

Why?

FIG. 24.—An editorial page with attractive typography that invites reading.

wide measure, but words and sentences to be emphasized are set in capitals and paragraphs are extremely short.

Many papers have adopted the Brisbane idea of editorial display, either in whole or in part. Most papers have adopted

it only to the extent of setting editorials in wider measure than the conventional 13- or 12½-em width and in larger type than the news face. When this is done it slightly complicates


CHICAGO DAILY TRIBUNE: MONDAY, OCTOBER 16, 1922.

Chicago Daily Tribune.
THE WORLD'S GREATEST NEWSPAPER

MONDAY, OCTOBER 16, 1922.

Our Country! In her intercourse with foreign nations may she always be in the right. But our country, right or wrong.
Stephen Decatur.

THE TRIBUNE'S PLATFORM FOR CHICAGO
1—Build the Subway Now.
2—Municipal Ownership.
3—Abolish "Pittsburgh Plus."
4—Stop Reckless Driving.

IMPERIAL PREFERENCE.

THE OPPOSITION TO THE NEW ZOO.

WHY?

DISTORTING THE VALUE OF ATHLETICS.

TAG DAY FOR CHILDREN.

Editorial of the Day

A LINE O' TYPE OR TWO

How to Keep Well. By Dr. W. A. Evans.

THE HEALTHIEST MONTH.

FRIEND OF THE PEOPLE

FROM THE TRIBUNE'S COLUMNS
50 YEARS AGO TODAY (FACSIMILES)
10 YEARS AGO TODAY (FACSIMILES)

OUR SECRET AMBITION

VOICE OF THE PEOPLE

LOVE IS BLIND

Fig. 25.—Another attractive editorial page.

the problem of making-up the editorial page in that the make-up man has columns of two different widths to contend with and must see to it that he has enough editorials to fill the odd-width columns exactly. Hence some newspapers simplify

the problem by setting all matter on the entire editorial page in the same wide measure that they use for the editorials. One reason that more papers have not adopted a wider measure for the editorial page is that every change from the standard width of slugs cast by a composing machine means a slight increase in the cost of newspaper production. Hence only some of the larger newspapers feel that they can afford to set part of the paper in wider measure. Whether the additional expense is justified, of course, is open to debate. It is a problem that every publisher has to decide for himself. It is probably true that the eye is attracted by a generous leading and effective use of white space. Certainly the editorial page of *The Rhinebeck* (N. Y.) *Gazette* (see Fig. 24) invites the eye by its harmonious and beautiful typography. Incidentally this paper is also worthy of careful study because of the content of its editorials. Practically every subject discussed is of genuine local concern.

Another device for increasing the contrast between the editorial page and other pages is that of running the editorials in the upper left quarter of the page. They are boxed off from the rest of the page and all the editorials can be read without changing the position of the paper. Other papers, while placing the editorials in the first two columns in the conventional way, attempt to make the rest of the page more attractive to the eye by the use of boxes and panels (see Fig. 25).

Advertising—Typography and Position.—There are two reasons why the publisher should be concerned about the typography of advertising that appears in his newspaper. In the first place, any advertisement that is under the handicap of poor typographical appearance will not have the maximum pulling power. It is the publisher's business to see that advertising run in his paper produces results. Hence he should insist that all advertisements be properly composed. In the second place, a paper that has its news stories carefully made up cannot afford to allow unsightly or overdisplayed advertisements to spoil the general tone of the pages. Neither can it allow any one advertiser to dominate a page by the use of very black face type or border.

In the majority of cases the advertiser is interested only in profitable results—sales—and he depends to a considerable degree upon the publisher to help him attain this objective. Generally speaking (except in the larger cities), newspaper advertisers know little if anything about the proper use of type or the fine points of typography. They know, perhaps, that their ads should be set up to look inviting and readable, but they don't know how to lay out their ad and specify their copy to insure this result. It is therefore up to the publisher to furnish the necessary typographic service to guarantee the advertiser's copy being set up in a manner that will at least give it a fair chance for a reading among all the other ads with which it has to compete.

The publisher who wishes to aid his advertisers would do well to call their attention to the following rules compiled by H. F. Smith, a special lecturer in the Department of Advertising and Marketing of New York University.[1]

1. Plan the ad to provide a continuity of reading from the head right through to the foot without jumping or skipping from one item to another, or from one column to another.

2. Use a liberal amount of white space judiciously, open up type line or slugs with 1- or 2-point leads, put a little extra space around heads and subheads.

3. Use display type sparingly—all display means no display. One dominant head line is usually sufficient, other important points can be emphasized with subordinate heads.

4. Don't set text type in very wide measures—the smaller the type the narrower the measure; the larger the type the more space between lines. For newspapers these "lengths of line" might be followed: 6-pt., 8 to 12 picas; 8-pt., 8 to 14 picas; 10-pt., 12 to 18 picas; 12-pt., 12 to 24 picas; 14-pt., 15 to 26 picas; 18-pt., 20 to 34 picas. It is better to set two columns of a narrow easy-to-read measure and double up than to set copy in one column where the length of line is so long it is hard to follow and come back to the beginning of the next line.

[1] SMITH, H. F., "Good Typography in Newspaper Making," *Editor and Publisher*, Oct. 28, 1922, p. 8.; Nov. 25, 1922, p. 6; Feb. 24, 1923, p. 6.

5. Use all-cap lines only where absolutely necessary, and never more than two or three in the same ad.

6. Avoid use of wide solid black borders, and in their place use the parallel or triple-rule borders, or some of the wide gray-tone borders. Always use borders that "key" or go with the display type or illustration. For instance, with Caslon bold use a border that has the same heavy and light lines that distinguish the thick and thin strokes of the type.

7. In each ad use only faces of the same type family, instead of mixing up faces of different families which seldom if ever "go together."

8. Above all, refrain from type stunts, freak layouts, and the use of unrelated ornament. Strive for simplicity, attractiveness, and readability.[1]

It would be well if the advertising manager would create individual styles for regular advertisers and then encourage them to stick to those styles. A plain, pleasing style made distinctive by a certain type family, a special border, or a trade emblem would be best.

The location of advertisements is as much a part of the problem of make-up as the location of news stories. After the news make-up has been planned with a view to maximum effectiveness, the publisher cannot afford to have advertisements scattered heterogeneously throughout the paper. All publishers who have given the matter any thought have adopted the pyramid style of make-up. Perhaps it would be more accurately descriptive to call it the triangular form of make-up since it involves the placing of all advertisements in a triangular form in the lower right-hand corner of the page. The largest advertisement is placed in the corner position, above this the next largest, and so on in as perfect a system of gradation as possible. To the left of the largest advertisement smaller ones are again inserted following out with precision

[1] The Advertising Manager can obtain many useful hints on typography from the following books: "Typography of Advertisements That Pay," by GILBERT P. FARRAR, "Making Type Work," by BENJAMIN SHERBOW; and "Effective Type-use in Advertisements," by BENJAMIN SHERBOW.

the same system of gradation. A newspaper thus made up, other features being equal, is sure to please the reader's sense of artistic arrangement. At the same time, it appeals to his practical side because it insures a reservation of the column tops for news.

There are seven distinct advantages of the pyramid make-up:[1]

1. It permits most of the ads to be placed alongside of or following pure reading matter.

2. It provides a number of "island" or "top-of-column" positions.

3. It permits abundant space at top of page for playing up heads, working in double-column panels, boxing features, illustrations, streamers, etc.

4. It saves time in make-up by minimizing the necessity of breaking and justifying column rules.

5. It makes the page more attractive to look at because it is arranged in a more orderly manner.

6. It invites attention; encourages closer reading because of its attractiveness.

7. It pleases the advertiser because it does not bury his ad.

Both news stories and advertisements suffer when ads are scattered haphazardly all over a page as shown in Fig. 26. Make-up such as this makes it impossible to play up news attractively, to feature it with display headlines, or to give an orderly arrangement to the whole page. Figure 27 shows how the pyramid plan gives proper display to news at the same time allowing advertisements to stand out conspicuously. Figure 28 shows how the pyramid can be arranged to give all the top of the page for reading matter.

There is no special virtue in the pyramid plan as such. Any orderly arrangement that gives reading matter a chance to be seen is good make-up. Some newspapers prefer the rectangular scheme illustrated by Fig. 29. Single-column ads may be run in the first column. In the case of *The New York Times* the rate for these single-column preferred positions

[1] H. Frank Smith, "Good Typography in Newspaper Making," *Editor and Publisher*, Feb. 24, 1923, p. 6.

is about one-third more than the general run-of-the-paper rate.

There is a growing tendency to limit the amount of display allowed in advertisements because publishers realize that all

FIG. 26.—Advertisements scattered haphazardly over the page.

attempts to increase the attractiveness and tone of their pages may be thwarted by one overdisplayed advertisement. "In

the make-up of the paper, preference should be given to those advertisements that will lend prestige and dignity to the advertising columns of our newspapers," said William Ran-

FIG. 27.—Orderly effect obtained by pyramiding.

dolph Hearst in a circular letter recently addressed to his advertising managers.

Some newspapers have gone so far as to tell their advertisers in advance what type or cuts may or may not be used. Others

have fixed a cash penalty for undue display. Some newspapers now refuse to use any black-faced type larger than a certain specific size and require that larger type must be of the

FIG. 28.—The pyramid may be arranged to give the entire top of the page to reading matter.

outline or shaded variety, which gives display without blackness. In the same way they refuse to use cuts of more than a certain blackness and forbid the use of broad, black rules or

other borders. There are also restrictions on the use of reverse cuts, white lettering or illustrations on black background which are subject to benday or stipple. Most large newspapers

FIG. 29.—Advertisers sometimes complain that the pyramid buries small advertisements. Single-column ads can be run in the first column and thus appear alongside reading matter.

thus require that their advertisements conform to the same scheme of tone and contrast that they have selected for their news columns. Many advertisers are obstinate, however, and

it is frequently necessary to set up their copy and show them a proof to convince them that they can secure as much display by judicious use of white space as by large type and black cuts.

Size of the Page.—There is probably no other industry in this country in which so little progress has been made in standardization as in the newspaper industry. More than 192 different widths of newsprint are required by publishers, according to a recent report of the American Newspaper Publishers Association. The lack of standardization results in a tremendously high overhead cost for presses, stereotyping equipment, and paper, and great difficulty for the national advertiser. The most experienced manufacturers of newsprint are more or less at sea as to what width machines to put in when they plan new mills. Whatever width the manufacturer does put in means a restricted field for selling and for the publisher a restricted field for purchase.

Until a few years ago the usual width of a column was 13 ems. It is still the usual width for six- and seven-column papers, but most eight-column papers are now 12½ or 12 ems wide. It has been urged that 12 ems be adopted as the standard measure for dailies because 12 ems are exactly two inches. The saving in the cost of paper is also considerable. In the case of the Hearst papers, which use 200,000 tons of newsprint annually, the saving has been estimated at $400,000.

Two sizes for newspapers have been recommended by the National Editorial Association which is promoting standardization: Seven-column, 20 inches long and 12 ems wide; 6-column, 19¾ inches long and 13 ems wide.

The newest development in journalism is the tabloid newspaper of five columns, 16 inches deep and 12½ or 12 ems wide. Tabloid papers were started because it was felt that there was a demand for a paper of smaller size, with many pictures, and with a lighter kind of reading matter. There are now daily tabloids in Boston, New York, Washington and Des Moines and Sunday tabloid sections in a number of cities. The fact that the New York *Daily News* achieved a circulation of 400,000 in the first two years of its existence would seem

to indicate that tabloid journalism is more than a passing fad and that it is here to stay.

Economy of Space.—It has often been said that newspapers are the greatest of business sinners. Tradition, instead of business efficiency, has long been a dominant factor in determining methods of newspaper production. Somebody, generally a printer, started to do a thing in a certain way and everybody else imitated and only recently have some newspapers awakened to the fact that many things should be changed.

A great waste of space results from the use of unnecessary leads. It is the custom of printers to lead out a story when it comes within an inch or two of fitting a column. When this is done with several stories the waste of space is considerable. Short items should be found that will fit the space snugly so that not a single lead will be used unnecessarily. Often something can be edited out at the end of the story and sometimes another story will do just as well in the space and will fill out the column. R. Damon, publisher of the *Salem* (Mass.) *News* says that he has been able to save five columns out of the average day's run of forty. "I have not seen a newspaper that did not have fully 100 extra leads in the average page," says Mr. Damon. "I do not advocate reducing white space where it will conflict with artistic effects or injure the papers. My theory is that few if any readers notice the points I am working on—at least we have not heard a word of criticism."[1]

There is a great waste of space in the way most newspapers set the matter at the top of the first column of the editorial page regarding their ownership, A.P. membership, second-class rating, etc. The New York *Globe* found that by taking out unnecessary leads it could save almost four inches a day. An astonishing waste of space results from the unnecessary use of dashes between the decks. Somebody started to use them years ago. Everybody else imitated. It has been estimated that the dashes between decks take up 3 per cent of the total of

[1] Quoted by JASON ROGERS in his work, "Newspaper Building," p. 188.

40 per cent of space in the entire paper devoted to news. If it is too radical to leave the dash out of heads having two or more banks, they could at least be discontinued in single-deck two- or three-line heads. Editors who are interested in economizing space would do well to study several issues of *The Milwaukee Journal* and the *El Paso Herald.* The *Journal* uses no dashes at all while the *Herald* has done away with them in one- and two-column single-deck heads. Both papers also show strong contrast without padding and conspicuous display without the use of extremely large type.

EXERCISES

The editor who is striving to improve the appearance of his first page is urged to spend an odd hour or two planning skeleton make-ups. A large number of different front-page layouts could be designed some especially suited for the day when news is scarce, others for the average day's run of the news, and still others for the exceptional day when big news breaks late. By keeping a dozen or more of these dummies on his desk, the make-up editor will feel equal to any emergency that may arise. Even a hasty tear-up of the first page can be met with equinimity. Editors who have tried this plan report increased flexibility in make-up and less tendency to get into a rut by using substantially the same lay-out day after day.

In the preparation of these dummy layouts, special attention can conveniently be given some matters which are often overlooked in the rush of the day's news. For instance, the editor can go over the type and matrices with the foreman of the composing room and as a result may be able to design new box heads for departments and improve the heads for feature stories.

The practical value of such an intensive study of make-up was illustrated by the example of Lord Northcliffe who, before allowing the public to see a single issue of the London Daily Mail, had the paper set up and printed every day for three months. No copies were allowed to go outside of the office until all departments of the paper had satisfied themselves that a high standard had been attained.

APPENDIX

A. TYPOGRAPHICAL TERMS

Add. Later information added to a story already written or in type.

Advertising Cut-off. A rule used to separate advertisements. Advertising is measured from border to border and not from cut-off to cut-off.

All in Hand. When all the copy has been given out to the compositors, it is said to be all in hand.

All Up. When the copy is all in type.

Bank. The table on which type is dumped as set.

Body Matter. The part of a story or an advertisement which is not display, *i.e.*, not headlines.

B. F. Abbreviation for black face or bold face type.

Box. A frame made with rules, stars or periods and intended to inclose important news or short feature stories. A box is often used when convenient summaries are desired.

Break Back. To start with the end of a story and place the type in. The expression is used in jumping a story to the back or inside pages where the bottom of the story is placed in the farthest column to the right and the story placed until all is in. Then the remaining columns to the left are filled with other matter.

Break-line. Generally applies to heads where the lines contain white space on the side.

Caps and Small Caps. This is a short way of writing "capitals and small capitals." The note is often abbreviated to c. and s.c.

THIS LINE IS SET IN CAPS AND SMALL CAPS.

Chase. The metal frame in which type for each page is placed.

Clean Proof. Proof needing but few corrections.

Compositor. Printer's term for the man who sets type by hand or by machine.

Cut-off Rule. A strip of metal which prints up as a straight or wavy line to show that a story has been continued in another column or on another page. It is also used by some papers over and under cuts and boxed stories. Some papers use one-line cut-offs exclusively while others use one-line and two-line. An advertising cut-off is a special cut-off used for separating advertisements from each other and from text matter.

Dead. Composed type once used and not to be used again.

Dingbats. Heavy, wavy pieces of cut-off rule sometimes used beneath banner headlines. Also applied to any ornament.

Display Type. Refers to types that have a heavier face than the type usually used for the text of books, articles or advertisements. Display type may be small but still have a heavier face than text type.

Distributing. The act of taking type out of a job and putting it back in the case.

Dummy. A sheet or set of bound sheets made of blank paper and so marked as to indicate the position of printing, illustrations, etc. of a proposed newspaper page or piece of job work.

Ears. The spaces to the right and left of the name of the paper on the first page. Generally used for weather announcements or advertisements of special features or of the newspaper.

Editorial Dash. The dash used at the end of editorials and between editorial shorts.

Electrotype. A copper-covered duplicate of type or cut matter made type high, generally with a wooden or metallic base.

Em. The square of the body of the size referred to. An 8-point em quad is 8-points wide and 8 points high. The em of 12-point or pica type is used as the unit of measurement for column widths. Ems pica may be easily translated into column inches because 12-point type is exactly $\frac{1}{6}$ of an inch high.

En. A unit half as wide as an em of the same type.

Family. All the type of any one design, including all the styles, widths, and sizes, compose a family. For instance, the Bodoni family.

Flag. Also called Masthead. The announcement of the paper's name and terms of subscription usually at the top of the editorial column.

Folios. The headings at the top of all but the first page.

Follow. A story which is to be placed immediately after another story to which it is closely related. An "add" is part of a story while a follow is not.

Follow Copy. These words written in the margin mean that the matter is to be set as it stands. It is used when a word is spelled in an unusual way or when a statement is made that might be questioned by a proofreader.

Foot-slug. The slug used at the bottom of each column. Some papers use 6-, some 12-, and some 18-point foot-slugs.

Font. An assortment of type, including capital and lower case letters, figures and punctuation points, of a single size and style as put up by type founders. The different letters in a font vary in number and are in about the proportions necessary for ordinary work.

Form. The page of type made up and locked up.

Furniture. Spacing material, either of metal or wood, ranging in thickness from 24 points up.

Galley. The tray on which type is placed as soon as it is set.

Galley Proof. An impression taken on a strip of paper by inking a galley of type. It is "pulled" for purposes of correction.

Hanging Indention. The first line is set flush and succeeding lines in the same paragraph are indented from the left-hand side. This paragraph is a hanging indention.

Hell Box. A box into which discarded type is thrown.

Insert. Later information to be inserted in the body of the story. If the insert is to be made after the galley has been set it can best be done by indicating on a galley proof where the insert is to go.

Jim Dash. The dash used in one-column heads to separate the decks. It is used between the individual items in columns such as the exchange, society and sport shorts.

Jump. To continue a story from one page to the next or from one column to another. Also called "breaking."

Justifying. Consists in spacing between words of a line so as to fill the column measure or spacing between lines or paragraphs of a column to fill the form.

Lead. (Pronounced led.) A strip of metal used for spacing. Leads are from one to four points in thickness.

Leaders. Dotted or broken dash lines used to guide the eye across the page, thus.....

Logotype. Refers to two or more letters or words cast on one block of type.

Machine. The Linotype or Intertype composing machine.

Measure. Refers to the width of the line that the printer sets.

Make-up Man's Privileges. There are three ways of shortening a story to make it fit space after it is in type. They are known as the "make-up man's privileges."

1. "Top the head" means to throw away all but the first deck of heads having more than one deck.
2. Subheads may be removed.
3. The last paragraph may be thrown away. Not every office accords the make-up man this privilege. In some it can be done only under the direction of the News Editor.

   Stories may also be shortened by taking out leads or by substituting jim dashes with a smaller body than those ordinarily used.

Masthead. See Flag.

Matrix. (1) The mold from which the letters on the slug of a composing machine are cast. (2) The *papier-mâché* impression taken from type and put into a casting-box in order to produce stereotypes in either flat or circular form.

Must. A pencilled order written on copy indicating that the story must be printed immediately.

Off Its Feet. Type that does not stand perpendicularly.

Pi. Disarranged type hopelessly jumbled. A pi-line is a line in which the operator has made an error and which he then has filled out by striking the keys at random.

Pica. Twelve-point type. Six lines or pica, set solid, make an inch. The pica em is the unit for measuring the width of columns.

Point. The unit for measuring the height of type. One point is $\frac{1}{72}$ of an inch.

Proof Press. The press on which galley proofs are "pulled."

Quads. (Abbreviation for quadrats.) Spaces for indenting paragraphs or filling out lines.

Quoins. The metal wedges used to make type fast in the chases. The quoin key is used to tighten the quoins. "Locking up" is tightening the quoins so that the chase will lift.

Reglet. A wooden strip, six or twelve points thick, used for spacing.

Release. To permit publication of a story at a specified date but not before.

Revise Proof. The second proof after a galley of type has been corrected.

Rule. A strip of metal that prints up as a line. Column rules go between columns.

Series. All the variations of one type family constitute the series of that family; *e.g.*, Cheltenham bold, Cheltenham condensed, Cheltenham italic, Cheltenham bold italic are among the series of the Cheltenham family.

Side Stick. The bar along the side of type in a form.

Slug. A strip of metal 5 to 18 points thick used for spacing. Each line cast on a Linotype is also called a slug.

Stick. The metal tray used to set type by hand. Also the tray into which the Linotype delivers the finished line.

Stickful. Two and one-quarter inches of type or a little less than 150 words of 8-point type in a newspaper column.

Stone. The table on which pages are made up.

String. A continuous ribbon of pasted stories written by a single reporter or set by an operator.

Take. A portion of copy given to a compositor.

Thirty Dash. The dash used at the end of every story and under continued lines except at the bottom of the page.

Time Copy. Copy which is used as a filler and can be set up when the operators are not busy with news. Various offices have different designations for this kind of copy.

Thirty. (usually written "30") is sometimes used instead of the end-mark "#" to signify the end of a story.

B. STYLE SHEET[1]

Capitalization

CAPITALIZE:

All the name of any company, corporation, mine, mill, works, plant, church, club, society, institute, association, league, union, legion, college, school, university, and bank except the word denoting the form of organization where it occurs at the end. Where the word denoting the form of organization occurs in any other part of the title except the end, capitalize.

Examples: Apollo House Wrecking company, Indianapolis Typographical union, First Methodist church, Church of the Epiphany.

All proper nouns, months, days of the week; but not the seasons.

Titles denoting official position, rank, or occupation when they precede a proper noun: President Smith, Major C. W. Snow (but John H. Smith, president of the Kiwanis club). Avoid long, awkward titles before a name.

Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The": "The Merchant of Venice."

Only the proper nouns in geographical names, except when the common noun precedes: Ohio river, Winona lake, but Lake Michigan.

Names of religious denominations, and nouns and pronouns of the deity.

Abbreviations of college degrees: M.A., LL.D., Ph.D.

Names of sections of a city and distinguishing parts of nicknames of states and cities: the West side, the Hoosier state.

Distinguishing part of names of holidays: Fourth of July, New Year's Day.

Names of all races and nationalities: Indian, Caucasian, Negro.

Nicknames of athletic clubs and teams: the Boilermakers, the Cubs.

DO NOT CAPITALIZE:

Names of national, state, and city bodies, buildings, officers, boards, etc.: congress, senate, assembly, department of justice, tax commission, budget committee, postoffice, city hall, common council, capital.

Points of the compass and sections of the country: east, northwest, the north, the middle west.

Names of political parties.

Names of school or college studies except names of languages: biology, French.

Titles when they follow the names: Henry Wilson, professor of Greek.

[1] This style sheet was prepared for the *Indiana Daily Student.* It is presented here with some modifications in the hope that it will be helpful to editors who wish to enforce uniform style. The rules herein set forth reflect the tendency of most middle-western papers toward the least possible capitalization.

Abbreviations of time of day: a.m., p.m., but 12 M.
College degrees when spelled out: bachelor of arts, but B.A., Ph.D.
Seasons of the year: spring, autumn.
Names of offices in list of officers as in election of officers: The new officers are: John C. Simms, president, etc.
The following nouns after a proper noun: street, avenue, boulevard, place, building, depot, hotel, theatre, ward, county, district, etc.

PUNCTUATION

Sometimes marks of punctuation belong inside quotation marks and sometimes outside as: "Did you hear him say, 'I am here'?" Place the question mark, exclamation point, or dash inside when it belongs properly with the material quoted, outside when it does not: His subject is "Why Do We Dream?" What does he think of "Kitchener's Mob"? The play is "Believe Me, Xantippe!" Periods and commas, however, are never put outside of quotation marks.
Omit period after "per cent" and after nicknames (Tom, Jim, Bill).
Use a comma before "and" in a list: red, white, and blue.
Punctuate lists of names with cities, or states, after a colon thus: Messrs. Frank Cobb, Fargo, N. D.; Frank Arnold, Red Wing; etc. Punctuate list of names with offices, after a colon thus: J. S. Jones, president; William Miller, vice president.
Use a colon after a statement introducing a direct quotation of one or more paragraphs, and begin a new paragraph for the quotation. Use a colon after "as follows."
Do not use a comma between a man's name and "Jr." or "Sr."
Use an apostrophe with year of college classes: class of '14, John White, '19, John Jones, ex '20.
Use a hyphen in compound numbers: twenty-five.
Use no apostrophe in making plural of figures: early '90s, not '90's.
Use an em dash after a man's name placed at the beginning in a series of interviews: Tom Brown—I have nothing to say. (Use no quotation marks with this form.)
Don't use a comma in "6 feet 3 inches tall."

QUOTATIONS

QUOTE:

All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.
All testimony, conversations and interviews given in direct form, except when name of speaker or, Q. and A., with a dash, precedes, as:

John Jones—I have nothing to say. Q.—What is your name? A.—Mary Smith.

Names of books, dramas, painting, statuary, operas, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The": "An Introduction to Psychology."

Nicknames used before surnames: "Jumbo" Stiehm, "Babe" Pierce, but avoid nicknames as far as possible.

Use single quotation marks for quotations within a quotation.

Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

Do Not Quote:

Names of characters in plays: Shylock in "The Merchant of Venice."

Names of newspapers or periodicals: The Indianapolis News, The Crimson Bull.

Names of cattle, dogs, and automobiles.

Use Figures for:

Numbers of more than 10, except in the case of street names and approximate numbers such as "about a hundred men."

Hours of the day: 7 p.m., at 8:30 this morning.

Days of the month omitting d, th, st: April 29, 1918; July 1.

Ages: He was 12 years old; 2-year-old James.

All dimensions, prices, degrees of temperature, per cents, dates votes, time in races, etc.: 3 feet long, $3 a yard, 78 degrees, 95 per cent.

All sums of money (with dollar mark or cents): $34, $5.06, 75 cents.

Street and room numbers: 395 East Kirkwood avenue, 96 Maxwell Hall.

Numbers of ten or less when used in close connection with numbers of more than 10: 12 boys and 7 girls.

DO NOT BEGIN A SENTENCE WITH FIGURES: SUPPLY A WORD OR SPELL OUT.

ABBREVIATIONS

Abbreviate:

The following titles and no other, when they precede a name: the Rev., Dr., Mr., Mrs., Mme., Mlle., Prof. (before a full name only: Prof. E. G. Frazier, but Professor Frazier), and all military titles except chaplain and major.

Abbreviate names of states only when they follow names of cities.

"Number" before figures: No. 43.

Months when connected with dates (exceptions: March, April, June, July).

Do Not Abbreviate:

Street, avenue, road, court, county, township, square.

Christian names like William, John, Thomas.

The titles, congressman, senator, representative, president, secretary, treasurer, etc., preceding a name.

Years ('97 for 1897), except in referring to college classes, etc.
Christmas in the form of Xmas.
Per cent: 15 per cent (not 15%).
Cents: 75 cents (75 cts.), except in market quotations.
Avoid colloquial abbreviations like "prof," "libe," "gym."

DATES AND DATE LINES

In dates, write Jan. 12, 1921 (not the 12th of January, or 12 January).
Punctuate date lines thus: Indianapolis, Ind., Feb. 11.—Fire destroyed the, etc. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit d, st, th, etc., and year (after figures for day of month). Begin the story immediately after dash and on same line.

ADDRESSES

Write addresses thus:
Frank D. Miles, 136 University avenue. Hiram Fox, Williams, Ind.
Spell out numbered streets below 10th.

TITLES

Always give initials of first names of persons the first time they appear in a story.
Never use only one initial; use both or first name: T. S. Scott, Thomas S. Scott, or Thomas Scott (not T. Scott). Do not use nicknames except in sporting news.
Never use Mr. with initials or first name: Thomas S. Scott or Mr. Scott (not Mr. Thomas S. Scott).
Give first name of unmarried women not initials only: Miss Mary R. Hammond (not Miss M. R. Hammond).
Always use the title Miss before an unmarried woman's name and Mrs. before that of a married woman.
Begin list of unmarried women with "Misses," and one of married women with "Mesdames," giving first name of unmarried women, and husband's first name or initial with married women's names.
Begin lists of men's names with "Messrs." It is advisable to limit the use of these titles to the society page.
Supply "the" before Rev.; supply Mr. if first name is omitted: The Rev. S. R. Sparks, or the Rev. Mr. Sparks (not Rev. S. R. Sparks, or Rev. Sparks).
Write Mr. and Mrs. Arthur S. Brady (not Arthur S. Brady and wife).
Write Prof. and Mrs. Henry Daniels (not Mr. and Mrs. Prof. Henry Daniels).
Give the title professor only to members of faculty of professorial rank: use "Mr." when necessary with name of instructor or assistant.
Avoid long titles, such as Superintendent of Public Instruction McCarthy.
Never use the title "Honorable" or "Hon."

C. HEADLINE SCHEDULE OF THE NEW YORK TRIBUNE*

A A HEAD

British Labor As Rulers to Give Russia Recognition

Resumption of Relations With Moscow Expected Soon After Macdonald Takes Hold as Premier

France and Italy Also Ready to Act

America's Demands Upon Soviet Not a Factor in England's Problem; Liberals to Remain Aloof

By Arthur S. Draper

Special Cable to The Tribune

Copyright, 1923, New York Tribune Inc.

LONDON, Dec. 20.—Two developments that have attracted most attention from the observer of international relations are Secretary Hugh's rejection of the Tchitcherin offer to negotiate the difference between the

C HEAD

Columbia Students Starting To-day for Volunteer Session

40 Young Men and Women to Take Part in Conference Which Opens Tomorrow in Indianapolis

Forty students will leave for Indianapolis at noon to-day to represent Columbia University at the Student Vol-

A HEAD

Coolidge Race In California Held Unwise

Active Fight in Johnson's State Might Permanently Alienate Delegates, Say Washington Politicians

Move Fostered by Senator's Enemies

Dearth of Favorite Sons Would Avoid Making Precedent of Withdrawal

By Mark Sullivan

Copyright, 1923, New York Tribune Inc.

WASHINGTON, Dec. 26.—The managers of President Coolidge's campaign are being urged to enter the California primaries and contest against Senator

B HEAD

Lone Mexican Woman Out to End Rebellions

Senora Buentello Issues Call to Her Sex to Make Men Stop Taking Lives at National Elections

Plans for Check on Graft

Supports Beliefs of American Suffragists, but Is Opposed to Birth Control

By Jack Starr-Hunt

Special Cable to The Tribune

Copyright, 1923, New York Tribune Inc.

MEXICO CITY, Dec. 26.—Virtually alone and without the support of any government officials or influential men,

* The headline schedule of the *New York Tribune* is reproduced herewith because the paper has been called the most handsome typographically in America. Only one family, Bodoni, is used in all headlines throughout the paper.

1-2 B HEAD

Lack of Thrift Causes Unrest, Says Engineer

Unbalance in Distribution of Wealth Among Workers, Not Hours of Labor, Held to Impair Living Scale

An economic survey of American industry made for the American Insti-

F HEAD

Mexico's Ex-Cashier Freed

Extradition on Embezzlement Charge Denied

K HEAD

Jersey Police Hunt Slayers Of Erie Railroad Engineer

Police of Jersey City are investigating the death of J. J. Tooney, of 139

Y HEAD

Lieut. Wood's Speculation Long Known to Weeks

Secretary, Disapproving of the Young Army Officer's Operations, Cabled Father to Stop It

Special Dispatch to The Tribune

BOSTON, Dec. 26.—Secretary of War Weeks, before returning to Washington to-night, said he had received his first intimations of financial speculative

1-2 B JUMP HEAD

Thief Slays White Wife Of Chinese

(Continued from page one)

H HEAD

Shock Recorded in California

BERKELEY, Calif., Dec. 26.—Slight earthquake shocks lasting from 12:01 to 12:21 a. m. to-day and from 1,500

D HEAD

Husband With Pistol Arrested Shadowing Wife

Estranged Woman Phones Police When She Sees Him Across Street on Sentry-Go

Mrs. Helen Mandelbaum, of 308 West Ninety-seventh Street, who is separated from her husband and afraid of him, became terrified yesterday afternoon

1 Col Box

Ford's Wife Is Glad He Won't Be Candidate

Special Dispatch to The Tribune

ALBANY, Dec. 20.—Washington apparently has no special attraction for Mrs. Henry Ford. In

2—30—A Bank with Cut or Box

Greece Banishes Her King; Nation to Vote a Republic

He Sees Another King Flee

George II and Family to Start for Rumania Tomorrow; Will Be Allowed Pension From Hellenes

Admiral Becomes Temporary Regent

Premier Gonatas May Be First President; Marie's Dream of Power Fades

ATHENS, Dec. 18 (By The Associated Press).—George II, King of the Hellenes, who succeeded his father, King

NO. 1 HEAD

Santa Outwits Weather Man's Trick and Stores Are Crowded

Indian Summer Fails to Fool Shoppers Into Thinking Christmas Isn't Coming; General Prosperity Leads Greatest Army of Buyers Since the War

NO. 2 HEAD

Funny but Fascinating Finny Playmates for Home Aquarium

The Color and Charm of Beautiful Fish in Sparkling Glass Containers Have Decorative Qualities

NO. 3 HEAD

Insists Entry Into Court Would "Finally Take Us Into League"

Controversies between the great nations eannot be settled by it. They cannot even be brought into eourt | others, as good, against it. I am for it, because, as an opportunist, if the government has not the courage to

PAGE 1 BOX

Bok Plans New Peace Offer Larger in Scope and Award

BOSTON, Dec. 26.—If the American people approve the plans selected by the jury of the $100,000 American Peace Award created by Edward W. Bok, he will take a second step toward the advancement of world peace with a far wider scope and intent and an award larger and more important in every respect, Mr. Bok announces in the January issue of "The Atlantic Monthly." Mr.

Edward W. Bok

P 1 Feature & Cut or Box

Tired Hobo's Last Resort Is City's Lodging House, For There He Has to Bathe

Down and Outers Prefer the All Night Missions, Where One Can Sleep in a Chair Without Undressing

Place Clean, Comfortable

Food and Shelter Are Chief Requisites in Redemption of "Amateur" Wanderer

Final Article

By Thomas Dawson

Bowery hoboes frequently wander as far north as the Munieipal Lodging

Would You Help Him Out?

Tribune photo—Steffen

Thomas Dawson, Tribune reporter, wearing the make-up he used to see the life of the hobo from the inside

P 1 layout with 1 col cut 3—48—A Banks . . . . .

Ford Favors Coolidge; Won't Run Against Him; Johnson's Hopes Fade

Republican Leaders at Capital Jubilant in Predicting President's Nomination on First Ballot

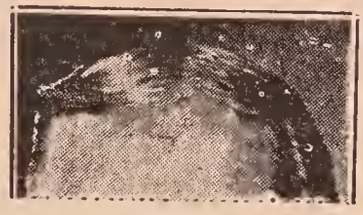
Collapse Seen of Third Party Plan

"Shows How Tide Is Setting," Lodge Asserts as Democrats Scoff

By Carter Field

WASHINGTON, Dec. 19. — Henry Ford's emphatic declaration to-day that he will support Calvin Coolidge and his

He Champions Coolidge



Henry Ford, who declares he will not run against the President and urges his election in 1924

90 Per Cent of Country Feels Safe With President, So Why Change? Asks Auto Maker

Would Eliminate Election Hazards

Executive Should Devote Self to Work, Not to Campaign, He Asserts

Special Dispatch to The Tribune

DETROIT, Dec. 19.—In a quoted statement Henry Ford, who for months, if not years, has been con-

EDITORIAL HEADS, BOXES AND CAPTION

WHERE THERE IS SO MUCH GOING ON ONE IS LIABLE TO FORGET SOME OF THE ACTS

Books and So Forth

By Frederic F. Van de Water (F. F. V.)

IN "THE MIDLANDER" (Doubleday, Page) Booth Tarkington takes the same material he employed in building "The Magnificent Ambersons" and constructs therewith what seems to us to and over again now, like stars in the film dramas. No matter what the small boy of his book may be named, his appearance is always familiar. In "The Midlander" the form is the form of Henry Daniel Oliphant, telephone that could make only the tiniest, just perceptible, sounds. And he had an odder thought than this: when the telephone was entirely broken and silent would she still be trying to shout through it?"

Why They Never, Never Land

By Harriette Underhill

IF ONE may believe what he hears, all professional scenarists think that would like very much to have us read scenarios sent to them, and then give an unhappy ending was a brand new idea and that people were tired of the

Religion To-day

The Trend of Current Thought and Discussion

What Readers Are Thinking

What Readers Say

The Head of the Fleet

To the Editor of The Tribune.

Sir: Permit me to correct a misstatement in your columns in connection with "Rear Admiral" Leigh H. Palmer, a title which is borne only

So much has been done by "tax-exempt securities" and "tax-exempt construction" that it will take some time to undo it, but Congress should at least make an effort to begin the work. It would be a very great ad-

The Lantern

The Temptress

A super-film with musical setting, adapted from the poem "Barbara Frietchie."

On a cool September dawning long years agone came the soft rays of the sun—sweet nature's own alarm clock—to waken the sleepy little village of Frederick.

(Soft-focus iris-in of country landscapes, tinted pink. At least one lamb jumping around in foreground. *"Taps"* by off-stage bugler.)

In all the green-walled hills of Maryland was there no girl more popular than pretty "Babs" Frietchie, the "Little Angel of the Poor."

Twenty Years Ago To-day In The New York Tribune

JANUARY 10, 1904

THE PROPOSAL to have Sunday baseball will, we believe, be stoutly resisted in this city. A majority of New Yorkers wish to preserve conditions which contrast sharply with those that exist on the first day of the week in Chicago, for instance. They

More Truth Than Poetry

By James J. Montague

In Old New York

We have learned to contract, as apartments grow dearer;
If you should walk into our snug little flat
Your eyes would bulge out at

Britain Shows the Way

The House Merchant Marine Committee, opening its hearing to-day on shipping legislation, which includes the question of making the $50,000,000 construction loan fund available for converting steamers to

New Links on the Way

The outlook for new city golf courses grows more encouraging. If the reports of the Municipal Golf

Mr. Wilson Speaks

Every one will hope that ex-President Wilson's telegram to the Pitts-

A Forward-Looking Boss

The discovery that the new home rule amendment to the constitution will deprive the Mayor of veto power

Music—*By Lawrence Gilman*

The Philadelphia Orchestra Plays at Carnegie Hall, With Mr. Carl Flesch as Soloist

Schubert used to say of Mozart's himself from a piano arrangement—though we are not aware that there is any evidence of the fact. If the manuscript should ever be found we hope that the discovered will use it to light his pape with, for the scoring

Oddments and Remainders

By Percy Hammond

A Marine Has Landed and, It Is Hoped, the Situation Is Well in Hand

SMEDLEY BUTLER, a brigadier, of the United States Marine Corps, will bivouac in the City Hall, and many paragraphs are printed thereafter in appreciation of that self-sacrifice. He orders that no hard drinking will be done in Philadelphia and that even soft drinking may meet with his disapproval. He glares at the timid or cor-

The Theaters—*By Percy Hammond*

Mr. Hamilton's 'The New Poor' Is a Gay, Literate and Irresponsible Frolic

"The New Poor," a play by Cosmo Hamilton, presented at the Playhouse with the *Lillian Kemble Cooper*

On the Screen—*By Harriette Underhill*

The Opera—*By Lawrence Gilman*

Federal Reserve Bank of New York

RESOURCES

	Jan. 2	Dec. 26	Jan. 3, 1923
Gold and gold certificates.....	$168,215,004	$168,220,000	$117,648,000
Gold settlement fund—F. R. Board.....	112,425,543	76,886,000	198,387,000

Federal Reserve Banks

WASHINGTON, Jan. 3.—The condition of the twelve Federal Reserve banks at the close of business January 2 was as follows:

RESOURCES

	Jan. 2	Dec. 26	Jan. 3, 1923
Gold and gold certificates.....	$317,890,000	$341,401,000	$272,504,000
Gold settlement fund—F. R. Board.....	568,954,000	553,604,000	550,126,000
Total gold held by banks.....	$916,844,000	$895,505,000	$822,630,000
	2,109,715,000	2,102,814,000	2,165,627,000

Bid and Asked Quotations

Thursday, December 20, 1923

Foreign Govt. and Municipal Bonds (Interest to be added)

	Bid.	Ask.
Argentine Nat Gov 5-yr 7s....	101⅝	101⅞
do int 5s, 1945.....	83	84

	Bid	Asked.
do pf	—	105
Col So 1st pf.	47	50
do 2d pf...	35	45
Com Solv, B..	36	39
Con Tin F...	10⅛	12
Cuba Distrib		¼

	Bid.	Asked.
N C & St L.	117	125
National Acme	9	10
Nat Clk & S.	55	62½
do pf.....	94	95¼
N S of D pf.	103¼	105
N D S 1st pf	94	94¼

Miscellaneous Markets

Thursday, December 20, 1923

Short Term Securities

Form, Rate, Maturity.	Bid.	Ask.	Yield.
Alum Co of Am 7s, 1925..	101¾	102⅛	5.75
do 7s, 1933.....	105⅞	106⅛	6.16
Am Cotton Oil 6s, 1923...	99¾	100	6.00
Am Sum Tob con 7½s, '25	96¼	97	—
Am T & T 6s, 1924.....	100⅛	100⅜	4.70
Am Thread 6s, 1924.....	100¾	101½	5.53

	Bid.	Asked
do collateral trust bonds.....	79	84
Seattle Elec cons 5s, 1929.....	93	96

*Ex dividend.

New York Bank Stocks

Bid	Asked	Bid	Asked

Business Troubles

Friday, December 21, 1923

Schedules in Bankruptcy

WILLIAM D. ZELLMAN, silks, 225 Fourth Avenue. Liabilities $71,501; as-

Markowitz, Benjamin and Lena—
Kar Realty Co, Inc..... 434.70
McIntosh Construction Corp—W

Investment Information

Questions of general interest to investors will be answered in this column, in which case only initials will

stocks simply because you asked for suggestions along that line and not because we approve of them for a man in your circumstances.

The Gridiron Circuit

By W. B. HANNA

Gleaned From the Field of Sport

By W. B. Hanna

Racing Entries

Racing Summaries

Big Moments of Sport

No. 5

A GLORIOUS June day was fading away behind the grim bluffs that line the historic Highland

Bouts Hereabouts

TO-NIGHT

Rink S. C.—Jack Zivic vs. Pete August, 12 rounds.

162d Medical Regiment—Paul Berlenback vs. Willie Walker, 12 rounds.

FRIDAY

SATURDAY

Gleaned From Field of Sports

Through the Ropes Into the Press Box

Tennis Summaries

Tennis Point Score

Chess Summaries

D. BOOKS ON LIBEL

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Burdick, Francis M.: "Cases on Torts," New York, 1891.

Caldwell, Louis G.: "The Law of Libel," appeared in *The Trib*, a monthly houseorgan published by the Chicago *Tribune*, issues of September, October, November, 1921.

Cooley, Thomas M.: "The Law of Torts," Callaghan & Company, Chicago, 1907.

Henderson, William G.: "Law of Libel," Chemical Book Company, Rutherford, N. J., 1915.

Hepburn, Charles, M.: "Cases on Torts," West Publishing Company, St. Paul, 1915.

Loomis, William W.: "Newspaper Law," Citizen Press, La Grange, Ill., 1921.

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